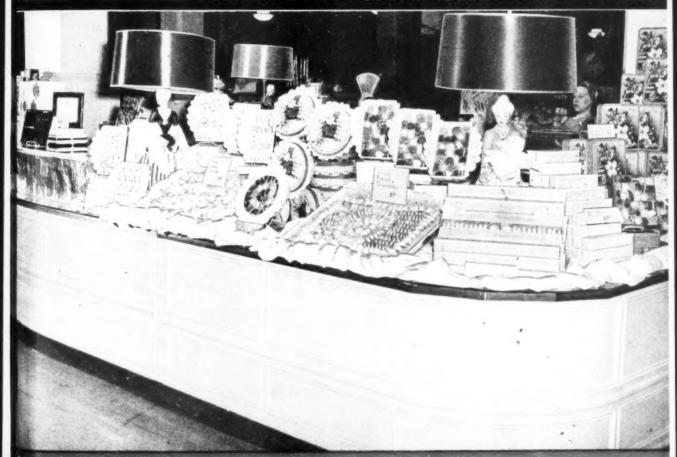


IONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



AUGUST 1948 How Confectionery Plants Operate in South America. How to Use Soy Albumen in the Production of Candy. How Candy Packaging Develops Sales in Supermarkets. How the Natural Business Year Aids Candy Accounting.



Raspberry Flavor #646 is undoubtedly the finest imitation Raspberry flavor on the market today.



For Hard Candy use Felco Super Concentrate Imitation Raspberry Flavor #646-1 oz. per 100-lb. batch

For Creams, Soft Centers, Icings, Toppings, Cracker Sandwich Fillings, etc., use Concentrated Soluble Flavor Imitation Raspberry #646-11/2 ozs. for 100-lb.

Testing Samples gladly furnished on request.

FELTON CHEMICAL COMPANY, INC.

MANUFACTURERS OF FLAVORS, ESSENTIAL OILS AND AROMATIC CHEMICALS



CORN SYRUP UNMIXED CONFECTIONERS' STARCHES CLINTOSE (Dextrose)

More than 40 Years of Friendly Service

Our Service Department is for your convenience. We are glad to help you with your technical problems.

QUALITY . UNIFORMITY . SERVICE

INCLINTON INCLINTON, IOWA

for August, 1948

RRY

berry

MICALS

tion

VOL

page 3





Suggested Uses:

ICE CREAM CONFECTIONERY TABLE SYRUPS **PUDDINGS** PIE FILLERS **FONDANTS FOUNTAIN SPECIALTIES** ICINGS HOUSEHOLD EXTRACTS **TOBACCO**

> DESSERTS CEREALS and OTHERS

DOES THAT sound incredible? Perhaps it does, with genuine Vermont maple syrup retailing around \$5.00 per gallon, but it's a fact. Using genuine FRITZBRO TRUE MAPLE CONCENTRATE, you can produce the complete, unaltered flavor and aroma of the boiled down sap of Northern Sugar Maple with unbelievable economy. The secret, of course, is in the patented process which, while extracting sugar and water from the syrup, tends to develop and greatly intensify the natural flavor of the product. Its economy and convenience for the syrup, confectionery, ice cream, cereal or dessert manufacturer cannot be over-estimated. And being a true and natural Maple, products flavored therewith can be so labeled. Address us on your letterhead for free sample, or better still, send us your order for 1 Pint (\$6.75 per pint) of FRITZBRO TRUE MAPLE CONCENTRATE — enough to produce the flavoring equivalent of 8 gallons of fine maple syrup.



PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and "STOCKS: Atlanta, Ga., "Boston, Mass., "Chicago, Ill., Cincinnati, O., Cleveland, O., Dallas, Tex., Detroit, Mich., "Los Angeles, Calif., Philadelphia, Pa., San Francisco, Calif., "St. Lonis, Mo., "Toronto, Canada and "Mexico, D. F. FACTORY: Clifson, N. I.

READ WHEREVER



EARL R. ALLURED

PUBLISHER AND PRESIDENT
P. W. Allured

EDITOR Clyde C. Hall

EASTERN MANAGER

William C. Copp

ADVERTISING OFFICES

Chicago 6, 400 W. Madison St. Mel. B. Freeman, Franklin 6369

New York 18, 303 W. 42nd St. W. C. Copp, Circle 6-6456

Los Angeles 14, 412 W. Sixth St. Lee Willson, Tucker 4370

London, England, 21B Salisbury Road Hove, Sussex L. M. Weybridge



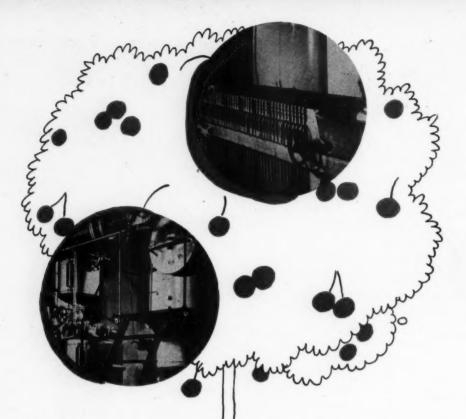
AUGUST, 1948

Candy Plants in South AmericaBy Clara Baldwin	27
How to Use Soy Albumen in Candy By Harold G. Butler	29
Candy Packaging Section	33
Candy Packaging for Supermarkets	33
Candy Packing Clinic	38
Letters to the "M.C." Editors	42
Omaha Consumer Bar Preferences Analyzed	43
What's New in Candy Packaging	44
R. A. Johnston Celebrates 100th Anniversary in Milwaukee	46
Natural Business Year for Candy Aids Accounting Efficiency	49
Use of Dairy Products in Candy: NCA Research Report No. 14	56
"M.C." Book Reviews	61
Confectioners' Briefs	63
Supply Field News	68
Calendar of Conventions and Meetings	70
Presstime Reports	76
Confectionately Yours	77
Advertisers' Index	77
Editorials: American Economy Must Be Streamlined,	80
Opportunities Now for Originality, By Bradley S. Dawes	80

COVER: Attractive candy display stand at F. & R. Lazarus Co., Columbus, Ohio, department store, where Miss Esther Fine is the store's well known candy buyer.



Pioneer Specialized Publication for Confectionery Manufacturers Plant Management, Production Methods, Materials, Equipment, Purchasing, Sales, Merchandising. Published Monthly on the 5th by The Manufacturing Confectioner Publishing Company, publishers of The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory—Candy Merchandising. Executive offices: 400 West Madison Street (Daily News Bidg.), Chicago 6, Illinois, Telephone FRAnklin 6369, Eastern Offices: 303 West 42nd Street, New York City 18, N.Y., Telephone Circle 6-6456. Publication Office: Pontiac, Illinois, Copyright, 1948, Prudence W. Allured. All rights reserved. Subscription Price: One Year, \$3.00. Two Years, \$5.00. Per Copy, 35c. In ordering change of address, give both old and new address. Entered.as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1879.



It's very natural for you to see Norda in a cherry tree

Use Norda Cherry Flavor to get the real cherry taste.

Norda Cherry Flavor keeps the character of the fruit. Special skills known to Norda men seem to have concentrated more actual tree-grown goodness in both genuine and imitation Cherry. It's extremely popular. Many a present food favorite has Norda Cherry to flavor it.

All Norda Flavors are true to type. Every extract, oil, or distinctive flavor produced for you in the modern, big Norda plant is a quality product planned for quality foods.

Find out more about the complete Norda line. We shall be glad and proud to send you free samples of Norda Cherry and other flavors to try and test. Send for yours today.

Norda

Essential Oil and Chemical Company, Inc.

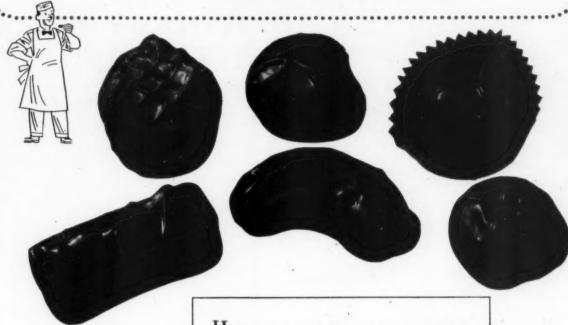
601 West 26th Street, New York 1, N. Y.



CHICAGO . LOS ANGELES . ST. PAUL . MONTREAL . TORONTO . HAVANA . MEXICO CITY . LONDON

CANDIES STAY FRESH LONGER

made with Land O'Lakes Nonfat Dry Milk Solids



Why Better Confectioners Choose LAND O' LAKES

- Every shipment is the same uniform high qual-
- 2. Year-round continuous supply available every-
- where—quickly.

 3. Economical to buy, to store, to use. Requires no refrigeration.

How popular and how fast-selling your candies are depends on how well they keep their fresh-tasting good flavor. Land O'Lakes Nonfat Dry Milk Solids has very low fat content and its use makes no rancidity problems in the finished product.

In addition to safeguarding flavor, Land O'Lakes Nonfat Dry Milk Solids gives your fudge, caramels and nougats a smooth, mellow texture, and improves the creaminess and lustre of milk chocolate coatings.

> Nonfat Dry Milk Solids . Dry Whole Milk **Dry Buttermilk Solids**

Quality Leadership in Dry Milk Solids



Minneapolis 13, Minnesota



"and O' Lakes" and the Indian girl are registered .: ade marks of Land O' Lakes Creameries, Inc.

for August, 1948

te.

ruit.

cen-

uine

ny a

il, or

, big ality

shall

orda ours

DON NER

page 7

National

MODERN . PRECISION-BUILT



Equipment

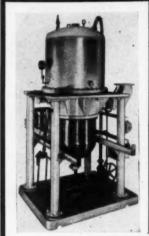
SANITARY . CLEANLINED

The Candy Industry's Finest!

Orders placed now will be
DEPENDABILITY

delivered in time for your

gall Production



MODERNIZE with National for

Economical Production
Improved Quality

NEW NATIONAL CONTINUOUS COOKER 2500 lbs. per hour capacity of the finest, clearest, driest and glossiest product!

This New Cooker Produces:

800 lbs. of Cooked Sugar Steam Pressure 43 lbs.
2000 lbs. of Cooked Sugar Steam Pressure 56 lbs.
2500 lbs. of Cooked Sugar Steam Pressure 63 lbs.

Just Check These Figures with Your Present Experience.

NEW NATIONAL ENROBER & FEEDER 24", 34", 42" Sizes

National Enrober Attachments:

Bottomer Automatic Feeder Decorator

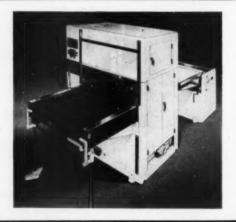
Cooler & Packer



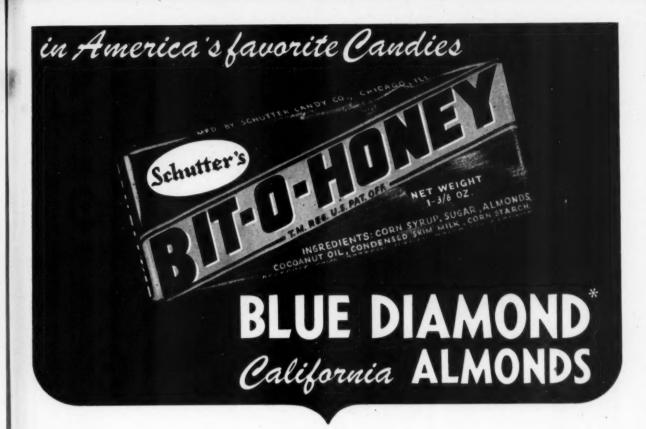
All New, All-Steel, Heavy Duty MOGUL M-100
Heavier construction throughout. Entirely new harmonic motion device insures smoothest tray transfer
from printer to Depositor, eliminates breakdown of
moulded starch impressions. Steel roller chains
throughout. New cam motion on printer, guarantees
superior moulding.

superior moulding.

New Mogul M-100 provides smoothest operation, minimum vibration and trouble-free performance.



NATIONAL EQUIPMENT CORPORATION
153-157 CROSBY STREET - NEW YORK 12, NEW YORK



Of course, you'd expect to find top quality Blue Diamond almonds in a candy bar like BIT-O-HONEY, and this year sweet, crisp Blue Diamonds are more than ever the first choice of leading confectioners.

This is an almond year. Prices are favorable, quality is high. Remember, Blue Diamonds are hand-sorted four times to eliminate shell particles and foreign material . . . graded in accurate size-counts

. . . guaranteed crisp, clean, sweet, and free from bitters.

Equally important, our processing methods help lower your costs. Because quality is uniform, and because kernels are accurately graded for size, Blue Diamonds cost you less to bandle.

For full information about diced, sliced, natural, halved or "split" almonds, or whole almonds of any size or type, consult your local Blue Diamond representative, or write us direct. We're almond specialists, and have been for 38 years.

* Trade-Mark "BLUE DIAMOND" Reg. U. S. Pal. Off.



America's No. 1 Supplier of Fine Almonds



CALIFORNIA ALMOND GROWERS EXCHANGE

SACRAMENTO: CALIFORNIA

NEW YORK 100 Hudson Street CHICAGO 221 N. La Salle

100

IONER

Standard



CITRUS PECTIN

for

CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



CALIFORNIA FRUIT GROWERS EXCHANGE

400 W. Madison Street, Chicago 6, III.

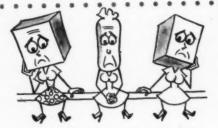
PRODUCTS DEPARTMENT ONTARIO, CALIFORNIA

99 Hudson Street, New York 13, N. Y.

USED BY LEADING CANDY MANUFACTURERS THROUGHOUT THE WORLD

Carrie was sweet ... but she had no "TEX-APPEAL"!





1. Carrie Caramel had lots of admirers, but they always drifted away! Her cousins, "Nougie" and "Taffy" had the same trouble . . . it looked as if they were doomed to die on the shelf!



2. But along came a travelling salesman and told Carrie what her best friend wouldn't: "You're a sweet kid—but you have no 'Tex-Appeal'—that smooth, rich texture that takes you places!"



3. "Get wise, Sweetstuff—enrich yourself with HYDROL—that famous Durkee hydrogenated oil! It'll give you plasticity and keep you lovable longer! Romance, fame and wealth will be yours!"



4. After that, every-body loved Carrie. Yet, fresh as she was, she never would breathe her secret to a soul. But Durkee, one of the world's largest processors of vegetable oil products, did!

DURKEE'S HYDROL

Custom Made for the Confectionery Industry

A Product of DURKEE FAMOUS FOODS

One of America's great food institutions
A DIVISION OF THE GLIDDEN COMPANY

IONER

A new extra-helpful book on

CANDY PRODUCTION METHODS AND FORMULAS

by WALTER L. RICHMOND

Plant Superintendent, Garrott Candy Company, and Jane Garrott Candies, Inc., St. Paul

CANDY PRODUCTION: METHODS AND FORMULAS is a big, extra-helpful book designed to give practical know-how answers to problems of candy manufacture. Walter L. Richmond, the author, is plant superintendent for Garrott Candy Company and for Jane Garrott Candies, Incorporated, St. Paul, Minnesota. His articles in the Manufacturing confectioner are condensations of some of the extra-helpful chapters in this important book.

In CANDY PRODUCTION: METHODS AND FORMULAS, Mr. Richmond describes fully the three basic operations for good candy manufacture: (1) Ingredients and Cooking Actions, (2) Mixing, Casting, Coating, Etc., (3) Trouble Shooting. Mr. Richmond tells both the reasons and the methods of operation. In addition, he provides carefully selected formulas for both the wholesale and the retail trade.

Mr. Richmond's book has 30 helpful chapters, as shown in the contents table below. Whether you have a large plant or a small one, CANDY PRODUCTION: METHODS AND FORMULAS will be an asset to your firm. Publication will be in September. Price is \$9.50. Advance orders until September 1 accepted at \$8.50—save you money. Use the handy coupon below.

CONTENTS

Flavors and Colors (Ch. 1) Cream Candies (Ch. 2) Chocolate Covered Cast Creams (Ch. 3)

Cordial Fruit Creams (Ch. 4) Direct Remelt Creams (Ch. 5) Hand Rolled Creams (Ch. 6)

Plain Creams, Glazed Butter Goods, Crystallized Creams

(Ch. 7) Cream Coated Bon Bons (Ch. 8) Chocolate Puddings, Chocolate Paste, French Chocolates (Ch. 9) Easter Candies (Ch. 10)

Glace and Preserved Fruits (Ch. 11)

Coconut Candies (Ch. 12)
Milk Products for Fudge and
Caramels (Ch. 13)
Fudge (Ch. 14)
Caramels (Ch. 15)

Marshmallow (Ch. 16)
Nougat, Sea Foam (Ch. 17)
Icing (Ch. 18)
Jellies (Ch. 19)
Starch Gums and Jellies (Ch. 20)
Hard Candy (Ch. 21)
Butter Crunch, Butter Scotch
(Ch. 22)

Taffy and Kisses (Ch. 23)

Nut Candies (Ch. 24)
Pop Corn (Ch. 25)
Salted Nuts (Ch. 26)
Egg Frappes (Ch. 27)
Useful Information—Charts and
Tables (Ch. 28)
Trouble Shooting (Ch. 29)
Unsatisfactory Results, Cause
and Remedies (Ch. 30)

ADVANCE ORDER •	USE THIS ORDER FORM
The Manufacturing Confectioner Pub. C 400 W. Madison Street Chicago 6, Ill.	o.,
Enter my advance order for Mr. R	ichmond's helpful book CANDY PRODUC-
TION METHODS AND FORMULAS. 1 copy. This offer expires September 1,	am enclosing \$8.50—which saves me \$1 per
copy. This offer expires September 1,	am enclosing \$8.50—which saves me \$1 per
Name	am enclosing \$8.50—which saves me \$1 per 1948.
Company	am enclosing \$8.50—which saves me \$1 per 1948. Position

26% MORE PRODUCTION with GREER HIGH-GLOSS COOLING TUNNEL

In the Greer Hi-Gloss, straight-through Cooling Tunnel for chocolate-coated products a steel belt is used in place of the conventional canvas belt. While canvas belts retard the transfer of heat, Greer's flexible steel belt speeds up the cooling of the chocolate bottoms! Temperature and circulation of air are scientifically controlled, maintaining perfectly balanced cooling conditions. The result . . . 26% more production from the Greer Tunnel . . . higher gloss, longer shelf life for your chocolate-coated products.

When using the Greer Tunnel, canvas belt replacement costs are entirely eliminated. The

flexible steel belt is guaranteed for 10 years. With normal use it should wear as long as the machine itself. Since there is little wear or strain on a glazed belt when used with the steel belt, replacement costs here are greatly

One manufacturer who installed a Greer Tunnel reports that the savings in glazed belt replacements plus the additional profits from increased production have in one year actually equalled the costs of a Greer Tunnel.

Write today for complete information on Greer Hi-Gloss Cooling Tunnel.

J. W. Greer Company

130 Windsor Street, Cambridge 39, Mass.

Chicago . . Los Angeles



MANUFACTURERS OF CONTINUOUS PRODUCTION MACHINERY

for August, 1948

and

page 13

LARGE VOLUME
CANDY PRODUCTION



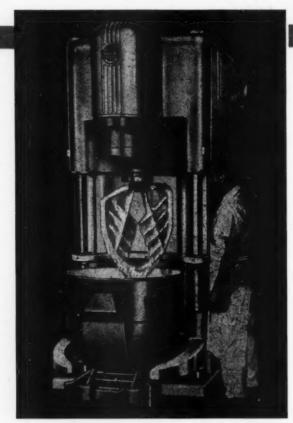


GLEN MIXERS

In modernizing their Long Island City, New York plant, Loft Candy Company selected the AMF Glen "340" Mixer to keep pace with their increased production schedules.

Because of its wide flexibility achieved through variable speed control, heavy duty drive and special beaters, the AMF Glen Mixer mixes everything from a light marshmallow to a heavy nougat.

Interchangeable bowls give practically continuous production by making it possible to pre-load one bowl while mixing in another.



The operator presses the fingertip controls, raising the head and lowering the bowl of the large capacity AMF Glen "340" Mixer, completing a 350 pound mix at Loft's newly modernized Long Island City Plant.

AMF GLEN MIXERS are available in 120-160-340-quart capacities. For complete details and specifications write American Machine & Foundry Company, 485 Fifth Avenue, New York 17, N.Y. Ask for DM-395.





Will Streamline YOUR AERATED CANDY PRODUCTION

Now you can produce all types of creams, divinity, fudge, kisses, nougats and other aerated confections without using a mazetta or nougat cream.

Sounds astounding, doesn't it? Nevertheless, now, with Central Soy Albumen, the extra labor and equipment necessary to produce mazettas or nougat creams are entirely eliminated. Now you can produce all types of aerated candy in a continuous flow—from start to finish—at a material reduction in cost—and streamline your entire production.

Why?—Because Central Soy Albumen functions differently than other whipping agents. Repeated tests and prolonged production experience in many large candy plants throughout the country, show that Central Soy Albumen is superior to other whipping agents in these characteristics.

Central Soy Albumen Will:

Whip Quicker and Faster

Produce Greater Volume of Aeration

Produce Smaller, More Uniform Air Cells

Not Break Down if Whipped Beyond Peak

Volume

Withstand Higher Temperatures With No Break Down

Retain the True Color of Chocolate in Fudge, etc., to a Far Greater Extent

Find out how Central Soy Albumen can help you to streamline your candy production. Write today for our new, complete, technical bulletin "Central Soy Albumen for Confectioners"—it will tell you in detail, with formulas, how to improve your production of all types of aerated candy.



ONER

CONFECTIONERY ANALYSIS and COMPOSITION

STROUD JORDAN, M.S., Ph.D.

and

KATHERYN E. LANGWILL, M.S., Ph.D.

\$3.50

The first two volumes of "Confectionery Studies" by Dr. Jordan, have acquainted the confectioner with everyday problems and with standards in effect at the date of publication. A practical and technical evaluation of chocolate products then followed entitled "Chocolate Evaluation". These three books were willingly received by the industrdy as valuable additions to the technical literature available.

This book, the fourth in the series, is being published by *The Manufacturing Confectioner*. Confectioner, studies have been continued and this volume concerns itself, first with applicable data that cover the composition of basic raw materials as well as that of the finished confections in which they have been employed.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

Where reconstruction of formulas from analytical data is considered, we are dealing with a relatively unexplored field. Many basic assumptions have been made before actual formula reconstruction has taken place. The second part of this volume is used to consider the several confection groupings into which most confection types generally fall and full discussion of each follows. See Chapter Headings below.

Moisture (Ch. 1)
Ash (Mineral Matter—Ch. 2)
Sugars (Ch. 3)
Starches (Ch. 4)
Proteins (Ch. 5)
Fats (Ch. 6)

Colloidal Materials (Ch. 7)
Nuts and Fruits (Ch. 8)
Acids (Ch. 9)
Incidental Materials (Ch. 10)
Reconstructed Formulas (Ch. 11)
Hard Candy (Ch. 12)

Coated Candies (Ch. 19) Appendix

Sugar Cream (Fondant Ch. 13)
Fudge (Ch. 14)
Caramels and Toffees (Ch. 15)
Marshmallow (Hard & Soft Ch. 16)
Nougat (Ch. 17)
Gums and Jellies (Ch. 18)

BOOK SECTION

The MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago 6, Illinois

Book Section:	348MC	Please Bill Me
THE MANUFACTURING CONFECTIONER		\$ Cash Enclosed
400 W. Madison St., Chicago 6, Illinois		For No of Books.
Please send me Dr. Jordan's Book "Confection	onery Analysis and Composition."	
MY NAME	COMPANY	
POSITION OR TITLE	ADDRESS	
CITY	STATE	ZONE

let fifty years
of experience work
for you...in
flavors by
Givandan

For half a century a leader in the production of basic flavor materials, the Givaudan organization has carried out extensive research in flavors.

This specialized research, plus
many years of practical experience in
production and creation of
consistently high-quality
products, will assist you
in achieving flavor appeal.

Greater Distinction through

Givaudan-Delawanna,

330 West 42nd Street . New York 18, N. Y.

Branches: Philadelphia • Boston

Cincinnati · Detroit · Chicago · Seattle · Los Angeles



Manufacture of aromatics and flavor materials at the Givaudan-Delawanna plant.

Dineapple

For an effective and economical pineapple flavor that captures the true character of the fruit, try PINEAPPLE F-235-1. Concentrations for use in hard candies and fondants, and suggestions for retaining the desired acid balance, will be furnished, together with samples, by our Flavor Research Laboratories. Your inquiries are invited.

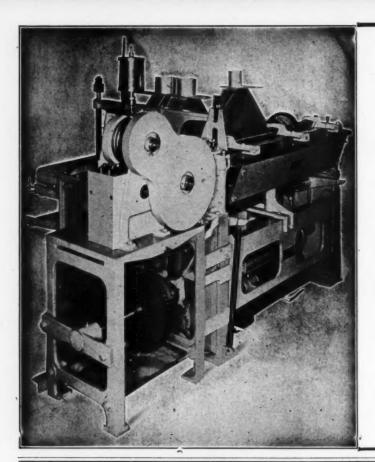
with

nued

edge

lings

ER



The Automatic Hard Candy Machine Model E

For producing spherical and seamless shape hard candy

Balls

Kisses

Barrels

Olives

There are over 100 different shapes. For clear or pulled goods. For hard candies that are free of fins and sharp or abrasive edges. It makes hard candies that are smooth and easy on the mouth. One operator spins directly to the machine.

Capacity 3,000 to 10,000 pounds.

Our Model E incorporates all the developments of previous experience

> There is no Substitute for Experience

John Werner & Sons, Inc.

713-729 Lake Ave. ROCHESTER 13. N. Y.

At Your Finger Tips

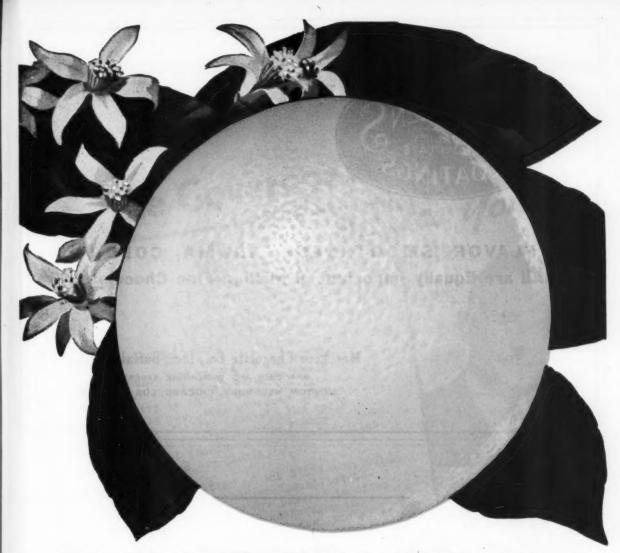
TECHNICAL INFORMATION For Every Candy Library

A good candy library will effectively answer ever-occuring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information. For your convenience, you may order any book by number-just mention the issue in which this list appears.

1—Chemical Formulary, Volume VII
Edited by H. Bennett, F.A.I.C\$7.00
2—The Trade-Mark Act of 1946
By Harry A. Toulmin, Jr\$5.00
3—Confectionery Analysis and Composition
By Dr. Stroud Jordan and Dr. K. E. Langwill\$3.50
4—Glycerine
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S
5—Flavor
By E. C. Crocker\$3.00
6—Soybean Chemistry and Technology
By Klare S. Markley and Warren H. Goss\$3.50
7—Spice Handbook, The
By J. W. Parry\$6.50

8—Introduction to Emulsions
By George M. Sutheim\$4.75
9—Chemical Composition of Foods, The
By R. A. McCance and E. M. Widdowson\$3.75
10—Food Products
By Saul Blumenthal\$12.00
11—Chemical and Technical Dictionary
Edited by H. Bennett\$10.00
12—Air Conditioning
By Herbert and Harold Herkimer\$12.00
13—Food Regulation and Compliance
By Arthur D. Herrick\$10.00
14—Practical Emulsions
D. II D

THE MANUFACTURING CONFECTIONER 400 West Madison St. Chicago 6, Illinois



THE WORLD'S FINEST ORANGE OIL

Made exclusively from oranges from the Sunkist Groves of California.

Exchange Oil of Orange gives you more *real orange flavor*, drop for drop or pound for pound, than any other orange oil.

Distributed in the United States exclusively by

FRITZSCHE BROTHERS, INC.

76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC.

180 Varick Street, New York 14, N. Y.

Distributors for:

CALIFORNIA FRUIT GROWERS EXCHANGE PRODUCTS DEPARTMENT, ONTARIO, CALIF.

Producing Plant:

The Exchange Orange Products Co., Ontario, Calif.

Give it all your tests for *quality, uni*formity and strength. Then you'll buy Exchange Brand.



ONER



FLAVOR, SMOOTHNESS, AROMA, COLOR All are Equally Important in Making Fine Chocolate

Merckens Chocolate Co., Inc., Buffalo 1, N. Y.
BRANCHES AND WAREHOUSE STOCKS IN
BOSTON, NEW YORK, CHICAGO, LOS ANGELES



We offer a complete line of True Fruit, Imitation Fruit, Imitation Nut, Specialties and Vanilla Extracts.

glavor-

THE FACTOR OF REPEAT SALES

Attractive candies—outwardly, possess the power to create sales—But, repeat sales depend upon the right flavors being used by the Candy Maker to create taste satisfaction.

When you use FRIES FLAVORS—you are sure of maximum flavoring efficiency—the proper balance of flavoring strength and flavor reproduction.

ROSS & ROWE, INC.

SOLE DISTRIBUTORS

50 BROADWAY NEW YORK 4, N. Y.

WRIGLEY BLDG. CHICAGO 11, ILL.



The Governor of Kansas invites You



OFFICE OF THE GOVERNOR TOPEKA

To American Industry:

Kansas has matchless and abundant resources which await only the magic touch of industry to spread their benefits to the world. Its rich soil produces the essential foodstuffs of life. Beneath the surface is stored in abundance cheap energy to turn the wheels of industry. The possibilities of rich reward are limitless.

The facilities of the State, including the active and aggressive Industrial Development Commission, are pledged to offer every encouragement and assistance in working out the problems of new industries seeking to process and distribute the great natural resources of Kansas, which furnish fertile and almost virgin soil for aggressive modern development. A thorough investigation is always welcomed. Modern transportation permits products of Kansas industry to radiate cheaply to all parts of the country. Frank Carlow



Frank Carlson

* One of a series of advertisements based on industrial opportunities in the states served by Union Pacific Railroad,

Unite with Union Pacific in selecting sites and seeking new markets in California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, Oregon, Utah, Washington, Wyoming.

> *Address Industrial Department, Union Pacific Railroad Omaha 2, Nebraska

UNION PACIFIC RAILROAD

Road of the Daily Streamliners

ONER

We're pulling for you!

DUBIN Candy Pullers are pulling for a lot of confectioners these days! Among them is Mintco of California who pull a 100-pound batch of Cecelia Mint Creams in about 5 minutes.

In addition to speed and a saving of labor, Dubin Pullers make possible that smooth even textured candy which makes a hit with your customers. You get a safe sanitary machine because the mechanism is fully enclosed.

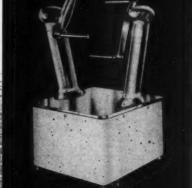
Dubin Candy Pullers are made in 4 different models for different capacities. There's the 10 to 25 pounder for window display work with chrome plated steel arms and bed. The 50 pound puller is similar to the 100 pound model shown

here, except for capacity. And there's the new 200-400 pounder that's built for a real job.

If you're making taffy, mints or other pulling candy, it will pay you to investigate the Dubin line Write or wire for details.



Minteo of California pulls a 100-pound batch in less than 5 minutes with the Dubin Puller. . . .



Dubin 25 pound Display Puller

Have you the complete Dubin catalog of modern confectioners' equipment? . . .



R. M. DUBIN

CORPORATION

CONFECTIONERS' MACHINERY

2500 SOUTH SAN PEDRO STREET . LOS ANGELES 11, CALIFORNIA

CRITICS ALL AGREE!









RAVED ABOUT ... BOUGHT LIBERALLY OF THIS

SENSATIONAL COFFEE FLAVOR



coffee forte candy flavor

Tasting is believing! All the printer's ink in the world can't give you the remotest idea of the thrill you'll get from this new flavor that simply can't cook out, that holds every bit of its grand-cup-of-coffee taste in hard candies, cream centers, chews and fudges. So let us send you a generous sampling of candies made with this truly different flavor.

PASTE THIS COUPON TO A POSTCARD

AND MAIL TODAY

OR TELEPHONE STerling 3-2100

MERICAN FOOD LABORATORIES, INC.

860 ATLANTIC AVENUE . BROOKLYN 17, N. Y.

for August, 1948

ONER

Send us samples of candies made with your

coffee forte



Use finer quality FUNSTEN PECANS liberally to add taste appeal and eye appeal to your candies . . . to give them that extra touch of deluxe appeal that means so much in establishing higher quality standards. Cash in on FUNSTEN PECAN popularity!

FUNSTEN PECANS are recognized throughout the trade as finer pecans. Always uniform quality. Available in 17 graded sizes of halves and pieces—a correct size for every confection requirement. Other advantages are: Low moisture content, fewer siftings or shrivels—a higher percentage of usable stock. Try them.



R.E.Funsten Co.

1515 DELMAR BLVD.

ST. LOUIS, MO.



These three publications do a complete job for the manufacturing confectioners. The Candy Buyers' Directory carries the advertising message of candy makers to 10,000 volume candy buyers. The Blue Book is the candy maker's guide to raw materials, equipment and packaging supplies. The Manufacturing Confectioner is devoted to the aid of the candy maker by helping him to solve the problems of making better candy.

BOOKLETS and REPRINTS

Reprints are available of a number of articles which have appeared in The Manufacturing Confectioner. They compose a large portion of the current literature of the Industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries. Stamps or coins accepted.

Now available are the following:

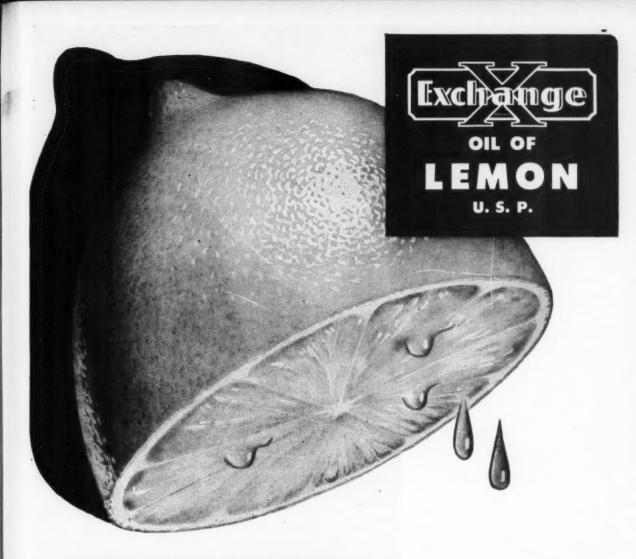
A New Method for Proper Tempering of Chocolate By A. T. Newth\$1.00
Pest Control in Candy Plants By Clyde C. Hall
Modern Methods of Candy Scrap Recovery By W. H. Childs\$1.00
Principles and Design of Chocolate Cooling Tunnels By Edward W. Meeker
Purpose of Conching Chocolate, The By Robert Whymper and Charles Shillaber
Soy Products in Candy By Dr. Ralph M. Bohn
Vitamins in Confectionery By Norman F. Kennedy
Whey—Raw Material for Candy By B. H. Webb
High Pressure Condensate Drainage Improves Cream, Fudge Quality By W. M. Sigmund
Using Cereals in Candy By W. H. Childs
Liquid Sugar in the Candy Industry By Robert Whymper
Coverage of Chocolate Coatings—The Bob Test By Dr. Lee Freundlich
How to Select Efficient Candy Salesgirls By Clyde C. Hall

THE MANUFACTURING CONFECTIONER

"READ WHEREVER CANDY IS MADE"
SUBSCRIPTION: \$3.00 PER YEAR—2 YEARS \$5.00

400 West Madison St.

Chicago 6, Illinois



LIKE THE FLAVOR OF A FRESH-CUT LEMON....

When it's *lemon* you want, Exchange is the Oil!

More than 80% of all the lemon oil used in the United States is Exchange Lemon Oil. This overwhelming endorsement by the trade is your assurance that Exchange Lemon Oil delivers *flavor* . . . *clarity* and *uniformity* not found in any other Lemon Oil.

Always specify it by the brand name when you order — Exchange Oil of Lemon. And to insure your satisfaction, accept no other brand.

Distributed in the United States exclusively by

FRITZSCHE BROTHERS, INC. 76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC. 180 Varick Street, New York 14, N. Y,

Distributors for:

CALIFORNIA FRUIT GROWERS EXCHANGE PRODUCTS DEPARTMENT, ONTARIO, CALIF.

Producing Plant:

EXCHANGE LEMON PRODUCTS CO., CORONA, CAUF.

acturne adnyers. erials, Conlping

e apnpose Many sages candy

\$1.00 20c \$1.00 \$1.00

20c

25c

20c

25c

15c

15c

25c

20c

25c

NER

inois

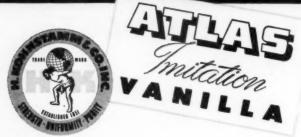
ONER

KANATROL VANILLA

Fills the BiLL!

The ideal vanilla has an extra-large bill to fill and Atlas Kanatrol lmitation Vanilla fills this bill beautifully on every count. Deliciously and uniformly full-bodied, Kanatrol imparts rich character to marshmallows, fudges, caramels, cream centers and taffies... thus insuring bigger candy profits. Even after being punished by high "cooking" temperatures, its taste stays close to pure vanilla. And to make that "profit-stretch" go even further, think of Kanatrol's unusual powers of "concentration." 16 times concentrated, it's really super-economical!

One ounce extends itself to flavor 100 pounds of confectionery. It really pays to specify Atlas Kanatrol for your imitation vanilla requirements. Write us now.



KOHNSTAMM & COMPANY Inc.

89 PARK PLACE, NEW YORK 7 11-13 E. ILLINOIS ST., CHICAGO 11 4735 DISTRICT BLVD., LOS ANGELES 18
ATIANTA · BALTIMORE · BOSTON · CINCINNATI · CLEVELAND · DALLAS · DETROIT · HOUSTON · INDIANAPOLIS · KANSAS
CITY, MO · MINNEAPOLIS · NEW ORLEANS · OMAHA · PHILADELPHIA · PITTSBURGH · ST. LOUIS · SAN FRANCISCO



Candy Plants in South America

by CLARA BALDWIN

EDITOR'S NOTE: This interesting article by Miss Baldwin, who is traveling around the world, is the second of an exclusive series on world-wide candy methods for readers of THE MANUFACTURING CONFECTIONER. Miss Baldwin's first article appeared in the March issue.

McKAY COMPANIA, S. A., located in Santiago de Chile is supplying bulk chocolate to small firms for the manufacture of bonbons and covered chocolate candies, while manufacturing but a limited amount of candies in its own plant.

Now employing about 400 persons, McKay was founded in 1892 in Talca, Chile, by Alexander McKay, who came to Chile from the McVitie-Price firm of Scotland. From Talca—which lies almost due south of Sartiago—the firm was moved to Santiago shortly after the turn of the century. The founder's son, George McKay is president. A grandson, Frederick McKay, is acting general manager.

Like many of the large candy factories in the South American countries, McKay concentrates the bulk of its production on the cookie-cracker lines. McKay maintains only a part of its organization and plant facilities for manufacturing candy items and in these lines concentrates almost exclusively on chocolates, though it does produce a small amount of marshmallows.

McKay's candy or chocolate section is completely separate from the baking division and is located on a second floor. For the present time a shortage of cacao beans has production on chocolates practically stopped. McKay imports cacao beans from Ecuador. What few were coming through around the last of January were being manufactured into cocoa butter for chemists in Santiago and into large pans of bulk chocolate for transfer to small confectionery shops in town who manufacture their own dipped candies.

During that time McKay was using such chocolate as was reserved for its own plant usage in the coating of biscuits. These chocolate covered biscuits are individually foil wrapped and sold packaged in paperboard boxes.

For the holiday season McKay produced a variety of candies in its own plant, including chocolate covered cherries, purchasing the preserved fruits from the Gray-Sinclair conserving company located in Quillota.

When there is a plentiful supply of cacao beans, Mc-Kay also manufactures bar chocolates as well as piece candies. The plant has a capacity of between 300 and 400 kilos of chocolates per day.

McKay is manufacturing its own candy boxes. For the most part these are fancy box items with extended edges, having covers topped with full color illustrations, and ribbon tied.

Compania arturo field y La Estrella, Ltda., of Lima, Peru, operating under the managership of Sr. Jose Antonio Cabieses, who owns the controlling interest in the company, is expanding its plant even beyond the fine modern setup which was described in the October, 1946, issue of the Manufacturing confectioner. Principally, however, that expansion is taking place in the cookie-cracker end of the operation, with a new oven being installed for baking those products and a new machine on order which is about 100 feet long and will require a complete new building to house it. This new machine is for rolling and stamping biscuits.

At the present time Field's is producing two tons of hard candies and caramels per day, as well as one and a half tons of chocolates. The firm also produces marsh-

Field's buys the cacao fruit and makes its own chocolate and cocoa butter from the beans. This fruit comes to the plant from Cuba, Ecuador, and Peru, with Peru supplying about 20 per cent of the purchase.

The output of the Field's factory is distributed only in Peru; for heavy as is the production, Field's is still not able to supply all the goods needed to meet the great demand for its products within its own country.

M. S. BAGLEY & CIA., S. A., of Buenos Aires, Argentina, has discontinued manufacturing of candies, and is concentrating its efforts on the baking of cookie-cracker items as well as on the canning of various products, along with bottling of hesperadina, an appetizer which is very

ONER

popular in the Argentine. Founded in 1864 this company has maintained its quality standards through all these years.

The plant is actually housed in two divisions with the canning plant located in the next block from the baking plant, in order to keep all odors of pickles, etc. away from the delicate cakes being produced in the bakery, some of which are practically candies.

The main plant is set on a beautifully landscaped terrace. Bagley operates seven mechanical mixers with the dry ingredients being funneled into tubs from the floor above. A special room near the mixing machines is used for making flavorings.

This company was using one of the large Baker Perkins stamping machines, and all automatic ovens. Trays being removed from the ovens go onto a cooling rack which was set to allow just the proper amount of cooling time as it revolved to the point where the trays were moved over onto the lift rack traveling upstairs to the packing rooms.

Bagley was producing 168 different varieties of biscuits, and turning out a total of 700 kilos per hour. A room to the front of the packing area is air conditioned for use as a cooling room for special decoration work, hand applied to tiny cookies. This decoration turns them almost into candy items.

This firm employs about 2000 persons.

Bagley has its own can factory and manufactures tins for the firm's use from American tin plate. In conjunction with this department is a testing device to make certain all tins are air tight before sending them on to the packing division. Bottles are sterilized in that same department, and the containers are sent by belt up to the packing rooms above.

The company has its own box and crate manufacturing department, as well as its own carpenter shop, machine shop for repairs, and boiler rooms with oil fired boilers.

Bagley exports from all lines of its products. The company operates about 65 large trucks, and distributes its products throughout Argentina. It also exports to Chile, Uruguay, and Bolivia. The firm has depositors in all the principal cities in eight provinces, who receive bulk shipments of Bagley products for further distribution.

Horatio Mignaquy is president of the company, and Joseph Azpiarzu is managing director. Carlos Fermino is staff manager.

ASSOCIATION NEWS

- National Confectionery Salesmen's Ass'n: Officers of the association, chosen at the annual convention in Atlantic City, N. J., are: Nate Leaf, New York, president; Rufus Gillett, Wilkes-Barre, Pa., vice-president; and Henry H. Michaels, elected for the 25th time as secretary-treasurer. Harry Kissenger, Hollywood, Ill., it to be chairman for the 1949 convention, which will be held in Chicago. Principal speakers at the recent conclave were: C. M. McMillan, executive secretary of NCWA; Harry W. Chapman, chairman of the board of the New England Confectionery Co.; James F. MulCahy, merchandising director of the NCA; and Irving Schaefer, of Maillard's Corp.
- NCWA Educational Committee: Work has commenced on eight projects outlined by the committee at its recent meeting in Washington, D. C. The projects are: (1) Making retailers merchandising minded, (2) special industry projects, (3) sales meeting helps for jobbers, (4) training for other wholesaler employees, (5) emphasis upon the balanced selling course for jobbers, (6) seasonal emphasis in merchandising, (7) visual education in merchandising, and (8) trade press articles on current merchandising problems.
- American Cocoa Research Institute: A grant of \$62,500 was made at a recent meeting of the institute's board of directors to the Inter-American Institute of Agricultural Sciences at Turrialba, Costa Rica, for providing scholarships and for extension work on raw cocoa. Dr. Ralph Allee, director of the Inter-American institute, reported great strides forward had been made during the past year in the prevention of various diseases, particularly pod rot, and in several types of fertilization during the Turrialba research.

- American Ass'n of Candy Technologists: Meetings of the AACT will be held in the early part of September in Chicago, Boston, and New York in order to form local groups of the association. A prominent candy technologist will address the meetings, according to Hans F. Dresel, secretary of the organization.
- Institute of Food Technologists: Women are more sensitive than men in distinguishing between the four basic tastes—sweet, sour, salt, and bitter—Dr. Katheryn E. Langwill told the eighth annual IFT conference in Philadelphia recently. Dr. Langwill, who is professor of nutrition at Drexel Institute, has written articles for THE MANFACTURING CONFECTIONER and coauthored "Confectionery Analysis and Composition" with the late Dr. Stroud Jordan,

Tests of 500 men and women, she said, showed that 77 per cent of the women and only 46.7 per cent of the men were able to differentiate between these four basic tastes. Over 50 per cent of the 242 men and the 257 women tested said they preferred moderately sweet and salty foods. More women than men preferred excessively sweet, salty, and sour foods. Over 50 per cent of the men liked slightly sour foods.

• National Ass'n of Variety Stores, Inc.: Concern over the one-third drop of candy sales in the 12,000 variety stores of the United States was expressed by attendees at the fifth Merchandise Fair and Convention of the NAVS held recently in Chicago. A decline in candy sales shortly before Christmas started a downward trend in volume which has been of great concern to the variety store owners, who annually depend upon candy to bring in over 10 per cent of the gross sales.

Marvin E. Smith, managing director of the association, stated that prepared packages do not constitute the major share of variety store candy sales, but that small bulk purchases of five to ten cents are the backbone of their candy volume.

How To Use Soy Albumen In Candy

U SE OF SOY ALBUMEN in candy production requires that its distinctive properties and characteristics be taken into consideration. In this helpful article Mr. Butler discusses these characteristics, explains how soy albumen differs from egg albumen, and presents data on candy tests.

by HAROLD G. BUTLER

Technical Service Manager for Confectionery Industry Central Soya Company, Inc.

REQUENTLY WE FIND or develop a new product which has inherent advantages over something that has been in use over a long period of time.* In our anxiety to bring the new product with its advantages into use, we fail to recognize that effective use of the product demands changes in the established way of doing things. I think this can be said of soy albumen.

I doubt that there are many of you who have not had some experience with soy albumen in making candy. I am afraid some of your experiences have been disappointing. As manufacturers of soy albumen, we have been at fault. Not that soy albumen was not a good product. It was then and is today. But we simply didn't know the product or how to use it. In fact, we tried to force it to behave exactly like egg albumen. This was our false start.

In the development of soy albumen we were confronted with the very basic question: "What is required of a whipping agent to properly aerate candy?" In other words, what must the whipping agent do, or what inherent properties must it have to produce the aeration and other properties required in creams, fudge, kisses, nougats, and the like?

* First, the product must possess adequate whipping ability to produce the optimum amount of air required in all types of aerated candy.

Second, the product must contribute sufficient stability to the air cells to preserve the fine dispersion of air throughout the life of the candy, without producing a toughening effect.

Although these two basic properties transcend all others, a good aerating agent must also possess several other important characteristics; such as bland odor and taste, white color, quick solubility, low bacteria count, and a tenderizing effect on the candy in which it is employed. Above all, it must be a high grade food product in every sense of the word.

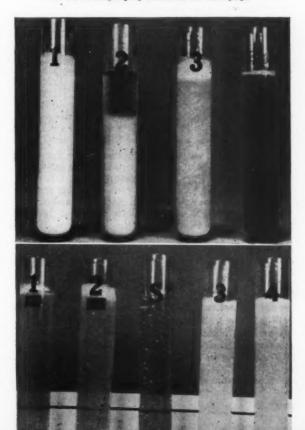
After several years of constant research and the extensive cooperation of the leading candy production men of the country, it can now be said that soy albumen meets these requirements in every respect.

At the outset, I would like to point out that soy albumen is not identical to egg albumen in composition or behavior. Although both products are predominantly protein and classed as albumens, they differ widely in many important characteristics.

In order fully to appreciate the distinctive properties of soy albumen and how it should be used, it is necessary to understand how it differs from egg albumen. This is particularly important because most of our knowledge concerning the aeration of candy stems from a lifetime of experience with egg albumen. As a result, we are prone to use soy albumen in the same manner that we have always employed egg albumen. We now know that this is wrong in many cases.

The very first difference between soy and egg albumen that came to our attention was the fact that soy albumen would not coagulate on being subjected to heat, as is the case with egg albumen. For a time, we thought this was going to be an inherent disadvantage in our product. On investigation, however, we found that egg albumen would not coagulate either, when it was used at the high sugar concentrations employed in the production of candy. This, of course, was somewhat of a surprise. Like most everyone else, we assumed that egg albumen behaved the same in syrups as in water. In other words, we accepted the

COAGULATION TESTS of various soy and egg albumens are shown in the photos below. Full data on the findings are reported in the accompanying article on the next page.



*This informative article is a condensation of Mr. Butler's paper presented before the recent second annual Candy Production Conference of the Pennsylvania Manufacturing Confectioner's Ass'n, at Lehigh 'Iniversity, Bethlehem, Penna.

nual angnsti-UR-

nfec-

late

hand them

s tins juncmake on to

same

ip to

uring chine ilers. The butes

ts to

sitors

ceive

ribu-

and

mino

Ieet-

rt of

k in

1. A

neet-

f the

are

ween

er-

owed cent hese men modthan

sour

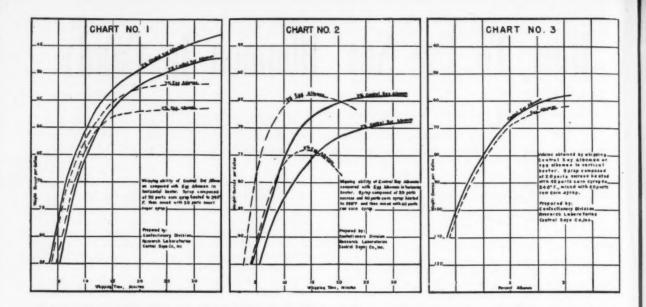
htly

cern 2,000 essed Con-

has has ners,

conales,

ONER



theory of long standing that nougat creams or mazettas derive their stand-up properties from coagulation of the egg albumen used in producing them.

Further investigations revealed that other research workers had also discovered that egg albumen would not coagulate under the conditions in which it is normally employed in making candy. A review of the scientific literature shows that sugars, at the concentrations normally used in the production of candy, act as a protective agent and prevent egg albumen from coagulation when it is heated. The accompanying illustrations show what happens when the two albumens are subjected to heat under the conditions being discussed.

In the top picture are four test tubes containing 12 per cent solutions of each albumen in water. No. 1 contains egg albumen. No. 2 contains soy albumen. No. 1 and No. 2 were heated at 180° F. for three minutes. No. 3 contains egg albumen, and No. 4 contains soy albumen. No. 3 and No. 4 were not heated. As the illustration shows, there was very little coagulation in No. 2, containing the soy albumen; while the coagulation of the egg albumen, No. 1, is clearly visible. Some of the proteins in No. 2 merely settled out but did not form a gel. The texture of No. 1 was similar to the boiled egg white.

In the lower photograph is a series of five test tubes, each containing a solution of 50 parts sucrose and 50 parts corn syrup with 15 per cent moisture. No. 1 contains 2 per cent egg albumen. No. 2 contains 2 per cent soy albumen. The one marked "S" does not contain any albumen. Nos. 1, 2, and "S" were heated at 180° F. for 20 minutes. As shown in the illustration, No. 1, containing the egg albumen, is just as clear as No. 2, containing the soy albumen. The appearance of each albumen in solution with the syrup before being heated can be seen in No. 3 and No. 4. No. 3 contains 2 per cent egg albumen. No. 4 contains 2 per cent soy albumen. Nos. 3 and 4 were not heated. It is evident, thus, that the egg did not coagulate.

Proteins comprise the active aerating material of both soy and egg albumen. Soy albumen contains about 68 per cent protein. A good grade of dried egg albumen contains about 81 per cent protein. Liquid egg whites contain about 11.6 per cent protein. In addition to the difference in the quantity of proteins available in each

product, there is a difference in the behavior of the proteins, as will be demonstrated later.

As a pound of soy albumen contains about 11 ounces of soy proteins, while a pound of dried egg albumen contains about 13 ounces of egg white proteins, the principle has been advanced that soy albumen should be used on an equal protein basis in measuring its relative whipping ability with that of egg albumen. In other words, as both products derive their whipping ability from their respective proteins, it is reasonable to expect that more soy than egg albumen may be required to produce comparable results in many instances. This is not always the case, however. There are other factors which influence the relative whipping ability of soy and egg albumen, as: (1) type of beater employed; (2) composition and temperature of the batch during the whipping or beating operation; (3) length of the whipping period and the concentration of albumen used.

The whole matter can best be explained through the medium of curves showing the relative whipping ability of each product under the varying conditions which may be encountered.

You will observe from the curves in Chart 1 that soy albumen, on a pound for pound basis, produces more aeration in the same whipping time than egg albumen. In this instance a horizontal (marshmallow) type beater with a 50-50 blend of corn syrup and invert syrup was used. This is a relatively thin syrup at all temperatures. It is extremely easy to whip and produces a large volume. Here the lower protein content of the soy albumen was quite adequate in comparison to higher protein content of the egg albumen.

Chart 2 brings out several very significant differences between soy and egg albumen. In this instance you will observe that the egg albumen beat up to maximum volume in 14 minutes, using either 2 or 3 per cent albumen. You will also observe that continued beating beyond this point caused the egg albumen batches to break down and lose volume. Further beating beyond the points shown by the curves would have produced a syrupy mass with little or no aeration. In this case a relatively heavy viscous syrup blend of 20 parts sucrose and 80 parts of corn syrup was used with the same beater as that employed in Chart 1.

Note now, with the same syrups and employing the

same beater, that the soy albumen batches required a longer whipping time to produce the same volume as that obtainable with egg albumen on a pound for pound basis. It will also be noted that the soy albumen batches did not break down and lose volume on being whipped beyond the point of peak volume.

If the soy albumen in this instance had been increased about 20 per cent to equal the protein content of the egg albumen, you can readily see that the soy albumen curves would have crossed the egg albumen curves at about the point where the egg albumen produced maximum volume

in 14 minutes whipping time.

Chart 2 shows the influence of the composition of the syrup on the whipping ability of both albumens. On the one hand, egg albumen, pound for pound, produces more volume than the soy albumen, provided the batch is not overwhipped. On the other hand, soy albumen, on an equal protein basis, not only produces more volume than the egg albumen in the same whipping time, but it will not beat down on being whipped beyond the peak volume.

This chart also shows why the blending of soy and egg albumen will not work out satisfactorily. Each product works directly against the other in the final stages of the beating operation. As you know, egg albumen produces maximum stability in a frappe batch at the point where it reaches the peak volume. When a frappe made with soy albumen is first whipped up to its peak volume, the batch will be somewhat fluid and tender. Additional whipping, as recommended, will produce the desired stability and texture. Thus you can see that the whipping action suitable for egg albumen leaves a soy albumen frappe undeveloped, while the whipping action suitable for the soy albumen would cause the egg fraction to beat down and lose volume. In short, either product, used properly, will produce better results by itself than can possibly be obtained by blending with the other.

In Chart No. 3, we have the same syrup batch as that used in Chart 2, namely a blend of 20 parts sucrose and 80 parts corn syrup, the only difference being that a vertical beater was employed instead of the horizontal

beater used in Chart 2.

Whipping Ability of Soy Albumen

You will note that the more efficient vertical type beater comes into play in this instance to a very considerable extent. The whipping ability of the soy albumen, pound for pound, was greater than the egg albumen at all concentrations from 1 per cent to 3 per cent with this type beater, even though a relatively heavy viscous syrup like the one used in Chart No. 2 was employed.

With these charts you can readily see that the whipping ability of soy albumen is greater than egg albumen at the same concentrations in most instances, while in other instances it is necessary to increase the amount of soy albumen to at least equal the protein content of egg albumen in order to produce a comparable or greater volume.

Now, what about the stability of the air cell structure obtainable with soy albumen vs. egg albumen? Here, again, the amount of protein present—whether soy or egg albumen is used—appears to be the controlling factor. Although the size of the air cells and the amount of air incorporated into the batch contributes considerably to the stand-up properties of the finished candy, there must be sufficient protein or other stabilizing factors present to set up in the batch when it is poured.

Aside from serving as a whipping agent, the proteins of soy, as well as egg albumen, serve to stabilize the air cell structure in the finished candy. Although the air cell structure of the finished candy made with soy albumen is equally as stable as that obtainable with egg albumen, a nougat cream or mazetta made with soy albumen and stored for several days before it is used is less stable than when made with the same quantity of egg albumen. If a nougat cream or mazetta must be made and stored for several days before it is consumed, then the amount of soy albumen should be increased about 30 per cent over that required when using a fresh made nougat cream. The fact that soy albumen will not beat down on being whipped beyond its peak volume is a very decided advantage in the production of nougat and similar types of candy.

You are all familiar with the fact that when using egg albumen it is necessary to stop beating the nougat batch almost as soon as all of the hot bob syrup has been added to the frappe. If you do not stop the beating operation as soon as all of the hot bob syrup has been added, the batch will start losing volume and will be stringy and tough. This also makes it necessary to add nuts, fruit, and the fat while the batch is still very hot. The extreme heat of the batch when the fat is added causes it to break down, resulting in loss of volume.

Formation of "Fish Eyes"

In addition, the batch is so hot, when finished, that it is rather fluid when poured on the slab. As a result, the larger air cells rise to the top, causing the batch to lose its bloom and present a bubbly surface. These unsightly air bubbles are frequently referred to as fish eyes. This not only affects the appearance and texture of the candy, but results in excessive shrinkage and discoloration.

Now, let's compare this with the results obtainable with soy albumen by using the soy albumen the way it wants to function. As soon as all of the hot bob syrup has been added to the frappe, we continue beating the whole mass in order to cool it down rapidly and increase the shortness of the batch. As soy albumen will not beat down, the batch will continue to increase in volume rather than lose volume. In addition, the extra beating will increase the body and stability of the batch. This not only speeds up production by cooling the batch quicker, but makes it possible to add the fat at a much lower temperature, which reduces the loss in volume occasioned when the fat is added while the batch is hot. The batch will also be cool and stiff enough to prevent the air bubbles from rising to the surface on being poured.

I would like to comment, also, on the long established practice of preparing the frappe portion of the batch several days in advance of requirements. As many plants use a frappe in the production of creams, fudge, and the like, as well as nougats, it has long been the practice to make up a nougat cream or mazetta several days in advance of requirements at convenient periods during the day for this purpose. By streamlining the production of the frappe portion of the batch and approaching the whole problem of aerating all types of candy from a new angle which, incidentally, is made possible by the development of soy albumen-we can make better candy, and reduce cost, man hours, and equipment. A fresh made nougat cream or mazetta will weigh all the way from 3 to 14 ounces per gallon less than it will after aging for 24 hours or more. The longer the nougat cream ages before it is used, the more it will break down and deteriorate in value as an aerating media. In short, better candy can be made with a fresh made nougat cream than can be obtained from a nougat cream that has aged a day or

It is appreciated that some plants are not equipped with vertical type beaters in their nougat departments. In such instances, it is, of course, necessary to produce

for August, 1948

page 31

unces i connciple on an pping ls, as their

f the

comlways uence n, as: temeating d the

h the

more

t soy more men. eater was

ures.

ume.

was

ences will lume You

lose
y the
le or
yrup
was

1. the the frappe portion of the batch in the form of a nougat cream or mazetta on whatever type beater is available.

Soy albumen behaves in these instances equally as well as egg albumen, provided the nougat cream is used fresh or within two days after it is made. As previously stated, a nougat cream made with soy albumen will break down faster than one made with egg albumen of equal concentrations. If the nougat cream has to be stored several days before it is used, the amount of soy albumen used should be at least 30 per cent more than is required when using a fresh made nougat cream.

In all instances where vertical, planetary type beaters are available, it will be found advantageous, from a quality as well as a cost and labor standpoint, to eliminate the production of a nougat cream or mazetta entirely.

In other words, make the frappe in the bowl of the beater as the first step in the process while the bob syrup is being cooked. The frappe will beat up long before the bob syrup is cooked to the desired degree. Then add the hot bob syrup direct to the frappe in the bowl of the beater. After the batch has cooled down to about 150° F., with continued beating at second speed, add the flavor, nuts, fruit, and the fat. At this point, the batch will cool enough that the fat won't cause the batch to break down as badly as would be the case when the fat is added at much higher temperatures. This enables the whole operation to be carried on in a continuous manner from start to finish in a very short period of time. This method not only produces maximum volume and a shorter and more desirable texture in the finished candy, but also keeps production costs at a minimum.

Soy Use in Creams and Fudges

Now I know many of you are going to say that it is all right for nougats and the like, but how about creams and fudge type candy? Here the use of soy albumen makes it possible really to cut corners and streamline production schedules. The exceptional whipping ability of soy albumen makes it possible to aerate a fondant batch by pouring the albumen solution into the hot syrup after it is removed from the fire. The whipping action of the fondant beater will be sufficient to aerate the batch to a greater extent than can be done with a nougat cream or mazetta. The type of cream beater used, however, will have some bearing on the aeration produced.

The fondant is then used in the production of all types of creams, fudge, and other grained type candy where fondant is used and aeration is desired. A fondant aerated with soy albumen may be used fresh or stored until needed, as desired.

This method of aerating creams, fudge, and other grained pieces is such a radical departure from the conventional way of making these candies that some of you may seriously question my sanity. I can assure you that the method, at least, is quite sound and very practical.

The aeration of the fondant cream in this manner is

really the best and simplest way to fluff up hand roll creams, fudge, and the like. After you have tried it, you will never want to go back to the extra labor and expense involved in producing nougat creams or mazettas. It will not only save time, labor, power, and equipment, but enable you to produce better candy.

There is one other distinctive characteristic of soy albumen which I would like to bring to your attention. Many of you have undoubtedly noticed the vast difference in the color of chocolate fudge and other chocolate flavored centers made with and without egg albumen. A non-aerated chocolate fudge is much darker than the same piece of candy aerated with egg albumen, regardless of whether the albumen is used straight or in the form of a frappe. It has generally been assumed that this difference in color is merely the result of the addition of air to the batch. There is considerably more to this, however, than meets the eye.

When egg albumen is used in conjunction with chocolate or cocoa, it appears to cause the finely divided cocoa particles to agglomerate. In any event, the color intensity of the chocolate is materially reduced when egg albumen is employed as the aerating agent. On the other hand, soy albumen, whether added direct to the batch, as recommended, or in the form of a nougat cream, seems to serve as a vehicle in dispersing the cocoa particles in a finely divided state, which materially increases the intensity of the chocolate color over that obtainable with egg albumen.

The remarks I have made in this paper are applicable to all types of aerated candy except marshmallow. We simply have not explored this field sufficiently to make any recommendations regarding the use of soy albumen in this application.

Before closing, I would like to summarize the seven basic properties of soy albumen which will prove advantageous to you in the production of aerated type candy:

- 1.—Soy albumen is produced by chemical processing under sanitary conditions. It is tailor made under rigid laboratory controls to a standardized, uniform performance
- 2.—Soy albumen is a high quality protein food which contains a relatively high percentage of the essential amino acids. It is not only a high quality whipping agent, but good for the
- consumers of your candy.

 The bacterial standards for soy albumen are higher than government specifications for dairy products.
- As an aerating agent in candy, it produces small uniform
- air cells of exceptional stability.

 Soy albumen is not adversely affected by the high temperatures normally encountered in the production of candy. In fact, it is advantageous to add it to the batch at temperatures of 200° F. and above in many applications.

 The unusual properties of soy albumen make possible the
- streamlining of production procedures and reduces material cost at the same time. With today's competitive markets demanding microscopic examination of all costs, this is vital to every man and woman connected with the confectionery industry.
- Soy albumen is unique as an aerating agent in that it is possible to materially improve the quality of aerated candies and reduce costs all along the line by using it. Soy albumen may well be the first vehicle to the profitable sale of the 5-cent bar again.

In using soy albumen, please remember that it is a new substance and should be treated the way it wants to function. Although it will produce good results in many applications when used in the same manner as you have always employed egg albumen, it will produce much better results if it is used as I have tried to explain in this paper.

The following is recommended as a general rule in deciding on the amount of soy albumen that should be used in most applications.

All types of Nougats: Use 11/2 per cent soy albumen, based on the total weight of the finished batch ready to pour on the slab.

Creams, fudge, and similar pieces: Use 4 to 8 ounces soy albumen in each 100 pounds of fondant, depending on the amount of aeration or whiteness desired in the finished candy.

Nougat creams and mazettas: If you must make a nougat cream and store it for several days before it is consumed, use a minimum of 3 pounds soy albumen in each 100 pound batch of finished nougat cream. As previously stated, however, better results will be obtained if the practice of making a nougat cream is discontinued entirely. The newer methods of aerating candy, which I have tried to present in the paper, will prove more desirable in every way.

differof air vever,

hocococoa ensity numen hand, h, as seems les in he inwith

. We make nen in

seven dvandy: r sanioratory

ontains ids. It for the

niform

emperdy. In ratures

le the aterial arkets is vital tionery

t it is andies bumen of the

is a nts to many have much in in

le in ld be

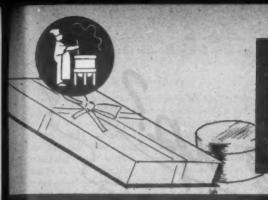
imen, dy to

unces ng on ished

ake a it is en in . As ained inued ich I desir-

IONER





Candy

SUPPLIES . SALES AIDS . MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE MANUFACTURING CONFECTIONER

Candy Packages for Supermarkets

PACKAGED CANDY ADAPTS itself to self-service selling exactly as do packaged groceries, dairy products, and other lines, says Mr. Rabb, in this article which is condensed from his NCA convention speech.

by NORMAN S. RABB

Vice-president in charge of merchandising Stop & Shop, Inc., Boston

PERHAPS MOST CANDY manufacturers do not realize the important part supermarkets will play in the future of the confectionery industry. It is my belief that, through the supermarket, a large increase in the national consumption of candy will be realized during the next few years. This tonnage will not come from the sales channels already established for candy; rather it will be additional business, resulting from a broadening of the market through selling people candy more often than they have ever purchased candy before.

Exactly the same process is now going on in ice cream sales. Supermarket customers are being educated to the fact that good ice cream fairly priced is a delicious food, not a luxury. Through the supermarket ice cream will be served as a food more often than ever before, and the national consumption of ice cream cannot but reach new high figures.

A glance at the beverage industry shows what can happen when manufacturers appreciate the possibilities of distribution through food stores. Only a few years ago bottled individual cola drinks were unknown in food stores. Today they are a major item, with several of them prospering. It has in no way affected adversely fountain sales or sales of other beverages. The market has been broadened; more people have learned to drink cola beverages more often than ever before.

Why not do the same with candy? A handful of candy manufacturers are already doing a top-notch job now, and the number is increasing rapidly. Certain conditions make the supermarket a fertile field for the development of candy sales.

1.—According to a prewar du Pont survey, women shop in food stores three times more often than in drug

and 5 & 10c stores and six and seven times more often than in department stores and candy stores, respectively.

2.—Another du Pont survey of a typical community, Easton, Pa., discloses that food stores accounted for the largest percentage of candy volume sold in Easton both prewar and in 1946.

3.—According to a Transit-Ads survey conducted in Boston, Philadelphia, Buffalo and Cincinnati, food stores lead all other types of stores in volume of candy bars sold—88% of the housewives buy candy bars. (See report in The Manufacturing Confectioner for September and October, 1947—Ed.)

4.—Candy offers both a fast turnover and better than average gross profit, which the supermarkets can use in these days of declining gross profit. A recent study analyzes commodity groups and discloses that candy and gum now represent 2.1 per cent of total sales of the stores studied over a three month period, and that candy showed the biggest volume of the five groups of commodities carrying over 25 per cent markup at retail. In this same study, soaps represent 4.1 per cent of the total sales, coffee 4 per cent, cookies 3.3 per cent, canned vegetables 2.9 per cent. It is surprising that candy shows up so well, for most supermarket operators are really just beginning to get their teeth into the candy business. A recent press release discloses that Grand Union, a supermarket food chain, has installed 164 candy departments in its stores within the past year.

5.—Two du Pont surveys, also disclose that candy is subject more to impulse sales than any other item in a food store. From 70 to 80 per cent of all candy sales are made on impulse. (THE MANUFACTURING CONFECTIONER for May, 1947; p. 57—Ed.) It has already been proven that exposing the huge customer traffic of supermarkets to attractively packaged and priced candies of quality results in substantial additional sales due to impulse buying. Candy is not the type of item purchased

Costs going w?...here's GOOD news! New Model DF-1 makes an annual four-figure saving on material costs

Candy men really gave our new Model DF-1 Bar Wrapper a warm reception at the show. And with good reason! At a time when costs generally are rising, this machine affords a new and substantial saving on material.

A recently-developed Roll Card Feed makes this welcome saving possible.

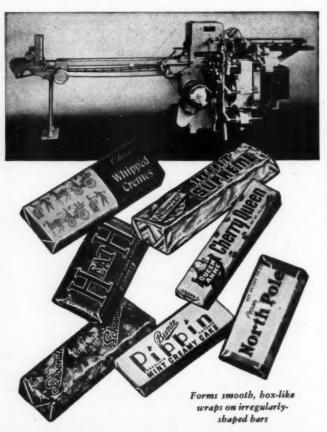
Using 12-pt. or 14-pt. cardboard in economical roll form, the feed cuts cards of a desired length, scoring them with two beads which run lengthwise. This beading strengthens the board surprisingly — makes it as rigid as the more expensive 22-pt. You save the difference — up to \$1000 on the yearly output of a single machine! The feed can also be made to form U-shaped trays from the same lightweight stock.

Moreover, the DF-1's extremely high wrapping speed of up to 140 bars per minute gives you utmost capacity in a limited amount of floor space, while keeping operating costs at a minimum.

The Roll Card Feed is applicable to earlier style DF machines now in service. Get the full story from our nearest office.

PACKAGE MACHINERY COMPANY Springfield 7, Massachusetts

NEW YORK CHICAGO CLEVELAND ATLANTA
DENVER LOS ANGELES SAN FRANCISCO
SEATTLE TORONTO MEXICO, D.F.



PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

for storage purposes. The more customers buy, the more they eat—like potato chips and so many impulsive items.

A Challenge to Manufacturers

Gum companies were quickest to appreciate these outlets and by supplying supermarkets with a display fixture for the sale of gum and bars, they put us into this area of the candy business in a big way. One candy company has for the past couple of years made available blue prints for a self-service candy department which has been practical and effective, but now it is beginning to think in terms of a separate rack for the sale of its own brands only. Temporarily it may mean some extra volume to the firm, in the long run the supermarket must have an organized candy department which will represent the best items of many manufacturers. It will not be possible to have several separate fixtures, one for each manufacturer's line.

I see here a great challenge to your association to step in with market research techniques and develop means to advise food stores how to display and sell candy through various plans adjusted to their respective size and type of store.

Packaging for Supermarkets

It is my opinion that in the average supermarket, candy should be sold on a self-service basis. Packaged candy adapts itself to self-service selling exactly as do packaged groceries, dairy products, delicatessen, and other lines. The selling of candy in supermarkets must be divided into two parts: (1) bars and gum; (2) package varieties selling for more than 5 cents. I am excluding novelties, which the average food store is apt to find troublesome.

Bars and gum present a problem due to pilferage. With this in mind, it seems that the best sales spot is directly in front of the cash register—a separate display in front of each checking booth. While waiting to be checked out, the customer is exposed to the candy. There is no general agreement as to type of fixture. Many experiments are going on. This has to be solved. A huge untapped market for bars and gum exists if these checkout spots are properly utilized.

Multiple pricing, such as 3 for 13 cents and 6 for 25 cents has been found to stimulate sales. Manufacturers should also give attention to the type and shape of box for holding 24 bars. Some boxes are so flimsy and impractical in shape that we have had to eliminate the lines altogether because of the box.

There is a new trend in the packaging of 5 cent bars and gum which bears careful watching: 5-pack and 6pack of a single item in cellophane. This makes possible their sale from the regular candy shelving in the body of the store. The results seem promising, although it is still in the experimental state. We are now selling 5-pack "Lifesavers" in two varieties at 19 cents, 6-pack "Beechnut" gum, "Old Nick" and "Bit O'Honey" at 25 cents. The Schutter Candy Company and the du Pont Company are to be commended for their recently published joint research on this matter, the results of which (while only exploratory) are well worth reading. These items can be packaged 20/6's or 120 to the carton. If increased volume can be obtained, it is my feeling that together with packaging economies, it will be possible to realize a normal gross profit margin. Just one final word on this subject: packages should be made to appear as large as possible, so that a glance by the customer can tell the exact number of bars in the package.

The bulk of volume on candy in supermarkets is to

be obtained in packaged candies which retail for 10 cents or more. For satisfactory results: (1) Candy must be departmentalized, preferably in a good traffic spot and, if possible, with special lighting effect. Candy can no longer be a stepchild. It needs a home with a suitable fixture like any other department. (2) Candy must be given special attention by both headquarters and store personnel. It will not take care of itself.

Importance of Offering Values

Assuming proper facilities are provided in the way of fixtures, success depends on quality, value and appearance. The importance of quality should not be underestimated. Only through quality and freshness can repeat sales be obtained.

Teach the supermarket operator to clean down his stocks of perishable items before the warm weather—help him to avoid selling stale candy. Educate him to the fact that some markdowns are inevitable—usually the quicker the better. Quality is the manufacturer's problem; freshness is a matter which both manufacturer and operator must watch with great care until the operator has "cut his teeth" in the candy business.

The women who trade at supermarkets are the keenest shoppers in our population. They know value. They are willing to dispense with extra services to get more food for their dollar. As a rule, supermarket customers are not looking for high priced candies. The price range between 19 cents and 39 cents is most popular. Sales in the 10 cents-29 cents range are double those from 30 cents-39 cents. Not every item in every price class is a success. We have had plenty of flops in the 19 cent-29 cent class and some fine success at 49 cents-59 cents and even 85 cents. The weight of the most popular packages varies from 10 to 16 ounces. There is no exact formula for success except that the biggest volume seems to come when the package can be sold at 29 cents or less.

In my opinion, candy should be merchandised and sold as a fine low priced food item and not glamorized to sell at relatively high prices—at least so far as supermarkets are concerned. The greater the value, the greater should be the sales results.

Package Must Do Selling Job

Along with quality and value, in a self-service operation, the package must advertise and sell the product at the point of sale. Each package is in competition with every other candy package for the consumer's dollar. Here are some thoughts on this subject:

- Packaged candy, not bulk, is the supermarket's best bet for the future.
- A unit of 24 packages is generally most acceptable.
 There is no need of the luxury of one dozen packs for supermarkets on popular priced lines.
- 3.—The package must give the impression of size and quality insofar as possible. Long, narrow cello packages have as a rule not done well with us.
- packages have as a rule not done well with us.

 4.—Packages must be pretested to insure against breakage
- 5.—As a rule, tins and jars have not shown the same success in sales as cellophane or packages with cello windows. Cellophane bags have been very successful. Some consideration should be given to including one empty cello bag in each case of 24 to take care of breakage. There is a trend at present to packages with cello windows. These have met with good success. They stack well on the shelves. Just how far these will replace cello

NER



There's a precision-accurate Detecto Scale for your specific weighing and counting need. The Detecto helps increase production, yet assures you maximum accuracy by making slightest weight discrepancies immediately visible.

DETECTO POST-O-METER

POST-O-METER
Another Detecto Scale that
protects your praitis. With
the Detecto Past-O-Meter,
you just press a key and
get one precise to-thepensy magnified figure.
Thermolastic spring comchanges.
Write for Catalogue

Write for Catalogue



BROOKLYN 5, N. Y.

ENGINEERS IN ALL PRINCIPAL CITIES

CANDY PACKAGING

is published exclusively for PURCHASING and MERCHANDISING **EXECUTIVES**

> Be sure your name is on Our Free Mailing List

> Fill in Coupon below and send it in to us now.

THE MANUFACTURING CONFECTIONER **400 West Madison Street** Chicago 6, Illinois (PN)

Name....

Company.

Title

bags is difficult to predict. My guess is that there is room for both.

6.-Manufacturers will do well to avoid too much printing on the cello bags. Expose as much of the candy as possible.

7.—Space should be provided on the package or tab for easy price-marking. A round white spot about the size of a nickel is very satisfactory.

8.—It is worthwhile for manufacturers to spend effort in designing packages and in testing them. Many will want to consult with supermarket operators and to use them as a sounding board.

One word in regard to service. Supermarkets want fresh candy. They must have turnover at least every 30 days, or sooner, on each item. It is well to bear in mind that a supermarket operator is better off without those lines which cannot be kept on his shelves most of the time.

PACKAGING SUPPLY News

• Monsanto Chemical Company: Arnold H. Smith is elected president of the Canadian branch of the firm. Leo G. Ryan, president of the branch since 1933, remains as chairman of the board. Mr. Smith has served in the capacities of acting managing director of the Australian branch of the company and director of the foreign department. Announcement is also made of the selection of L. E. Ryan as first vice-president of the company.



ROBERT D. HANDLEY is the recent appointee of the American Viscose Corporation as assistant manager of the public relations department. He continues to handle the advertising business of the corporation's Sylvania division, makers of cellophane and other cellulose products, in addition to his new duties. Mr. Handley joined the Philadelphia office of the Sylvania section in 1940 and has been advertising manager the past five years.

- Paper and Board Production: Figures of the Bureau of Census show 1,906,852 tons of paper and board produced in May, only slightly under the record set in March, 1948. Paper output was 959,535 tons, 96.1 per cent of production base. Paperboard output, at 94.3 per cent of production base, was 14,872 tons less than the April record. The decrease occurred in grades produced principally from waste paper stock.
- Union Pacific Railroad: A program is underway to teach the company's employees on how to cut down and avoid freight loss and damage. A specially-fitted railroad car is on a three-month tour of towns and cities where it is used as a meeting place for company employees handling freight Movies and lectures are presented for the employees in the car.

Joops... Sorry! Saylord Boxes Will an unscheduled jolt to your product in transit bring you another

damage claim-or result in loss of consumer good will? You can minimize these worries by safeguarding your product in tough Gaylord Boxesdesigned for safe delivery . . Call on the nearest Gaylord Office for competent help on your packaging problems.

here nuch the tab bout ffort

lany itors want very bear off elves

nith the

ince nith diand ient first

s the merin as

pub-He ad-cor-ision,

and s, in uties. Philarania been past

the

and rec-

,535

pard was

ease aste

way cut spe-

our

ting

ght.

rees

NER

Corrugated and Solid Fibre Boxes

Folding Cartons .

Kraft Grocery Bags and Sacks @ Kraft Paper and Specialties .

GAYLORD CONTAINER CORPORATION, General Offices: ST. LOUIS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle Indianapolis • Houston • Los Angeles • Oakland • Minneapolis • Detroit • Jacksonville Columbus · Fort Worth · Tampa · Cincinnati · Dallas · Des Moines · Oklahoma City · Greenville
Portland · St. Louis · San Antonio · Memphis · Kansas City · Bogalusa · Milwaukee · Chattanoga
Weelson · New House Weslaco • New Haven • Appleton • Hickory • Greensboro • Sumter • Jackson • Miami

CANDY PACKAGING CLINIC

AS AN EXCLUSIVE SERVICE to the confectionery industry, the Candy Packaging Clinic of THE MANUFACTURING CONFECTIONER each quarter studies and analyzes packages and wrappers of candy manufacturers. The findings by the Clinic's impartial board, as reported below, are made without charge. Firm's are invited to send in packages.

CODE PK8A48 Fruit Candies

Description of Package: Round, flat, partial telescope, padded top, slight double extension edges. Purchased in a Chicago department store, 6 ounces. Sealed with gold label on side. Price: 85 cents.

Size and Shape: Round: 6 inches in diameter x 1 inch high.

Materials: White paper covered chipboard.

Design: Large jeweled crown in gold, red, green, blue, and white is dominant element of main panel. Name of candy and of firm partly circle crown in gold. Grey trademark insignia centered below crown.

Colors: Red, gold, green, blue, grey, black on white. Paste-on label on bottom panel is printed in blue on white.

Typography: Little used, but this is good

Originality: Good.

Class of Trade: Department and candy

Appearance of Box on Opening: Good.

Box Findings: Paper wadding and glassine liners above and below layer

A NEW ITEM recently introduced by the National Sales Co. is the ceramic boot (above), which is especially useful for holiday promotions. The boot comes in three sizes in a bright Christmas red color.

of candy. White paper cups for each piece.

Sales Appeal: Good.

Display Value: Good.

Remarks: This is a very attractive box. Used for the product of an European candy manufacturer, it unmistakably shows this European motif and is immediately distinguishable from American packaging.



A RECIPE CAMPAIGN is being launched by the Washburn Candy Corp. for its coconut candy bar. Besides the recipe appeal, promotion through soda fountain outlets is being conducted for the retailing of chilled bars.

CODE PK8B48 Children's Assortment

Description of Package: White, flat, full telescope. Weight: 10¾ ounces. Sent in for analysis. Price: 75 cents. Cellophane wrapped.

Size and Shape: Square: 7\%" x 1".

Materials: White paper covered chipboard.

Design: Floral design centered between brightly dressed boy and girl. Name of firm and ingredients listing in bright yellow. Colors: Yellow, blue, green, and red on white.

Typography: Little used, but this is good.

Originality: Good.

Class of Trade: Department and candy store.

Appearance of Box on Opening: Very good. Especially for children. Novel effect is achieved by packing pink, orange, yellow, and green candy sticks in center so as to leave corners and package center free for other types.

Box Findings: Brown paper wadding, glassine liner, shredded cellophane, pink and green paper cups, white layerboard under layer of candy.

Sales Appeal: Very good. Display Value: Very good.

Remarks: This is a pleasantly attractive package and is noted for its clean appearance.

CODE PK8C48 Assorted Mints

Description of Package: Pastel green, flat, single-layer, full telescope. Sealed with cellophane tape on two ends. Purchased in a Chicago department store, 10 ounces. Price: 49 cents.

Size and Shape: Rectangular: 85%" x 4½" x 3%".

Materials: Green paper covered chipboard,

Design: Motif is very plain. Name of firm is lettered in red and white diagonally across center top of main panel. Name of candy is lettered below this. Red stripe runs vertically across top panel and two sides about two inches from left end. Coat of arms in red, white, and green is centered on diagonal red stripes within space bordered by red line.

Colors: Red and white on green.

Typography: Little used, but this is good.

Originality: Good.

Class of Trade: Department, candy, and drug store.

Appearance of Box on Opening: Excellent. Assortment is carefully selected to give appearance of cool and refreshing candies.

Box Findings: Glassine liner, white wax paper cups. Lift out divider is topped with pink calendered paper and separates two end sections.

Sales Appeal: Very good. Display Value: Very good.

Remarks: This is an especially refreshing box. Color choice of light green and invitingly bright red bordered with white is excellent for summertime assortment.

CODE PK8D48

Liquid Center Chocolate Dragee

Description of Package: Cream, flat, full telescope. Purchased in a Chicago department store, \$1 a pound. Size and Shape: Rectangular: 61/4" x 41/4" x 11/4".

Materials: Calendered paper covered chipboard.

Design: Name of candy in printed ribbon across center of main panel. Firm logotype in cream color reverse on cerise at upper left corner of main panel. Bottle of liquor (to indicate centers) on tray in lower right.

Colors: Cerise, gold, and cream.

Typography: Good, though little is

Originality: Fair.

red

is is

andy

Very

Vovel

pink,

andy

cor-

ding,

hane,

white

trac-

r its

reen,

ends.

nent

16" x

chip-

e of

e di-

nain ered

cally

bout

t of

n is

ipes

s is

ndy,

cel-

se-

cool

hite

per

NER

e.

y.

Class of Trade: Department, drug and candy store.

Appearance of Box on Opening: Fair. Box Findings: Wax paper liners cross to form fold-over liner at top. Diagonal chipboard divider.

Sales Appeal: Fair. Display Value: Fair.

Remarks: Package design seems just a bit too crowded. Reducing size of elements on main panel would be of help in this respect. Appearance of package on opening could be enhanced by use of brighter colors for divider and liner. Suggest white wax paper liner and gold divider.

CODE PK8E48 Assorted Chocolates

Description of Package: Cream, flat, full telescope, single extension edge on bottom half. Cellophane wrapped. Purchased in a Chicago department store, \$2.50 a pound.

Size and Shape: Rectangular: 91/4" x

7¼" x 1¼".

Materials: Cream covered chipboard for top half. Bottom half covered with white paper. Bottom panel covered with cream paper. Extension covered with gold foil.

Design: Name of firm in modern raised, padded lettering across center of main panel in gold. Embossed, padded, winged horse centered above firm's name. Name of candy below firm's name in tooled italic brown lettering. Weight and ingredients at lower corners.

Colors: Gold, brown, on cream.

Typography: Very little used, but this is excellent.

Originality: Very good.

Class of Trade: Department and candy

Appearance of Box on Opening: Excellent. Unusually attractive appearance





Get 100% moisture-proof and sift-proof construction with SHUMANN Heat Sealed Bags

SPECIAL FEATURES

- MOISTURE PROOF—100% heat seal construction
- SIFT PROOF—Crimp bottom, corners completely sealed
- SANITARY—No glue, no adhesive
- EYE APPEAL—Reverse or surface printing in two, three
 or four colors.

To protect your reputation—protect your product. To protect your product—use SHUMANN Heat Sealed Bags. Write, describing your requirements.



1238 E. Carson Street, Pittsburgh 3, Pa.

Subscribe to THE MANUFACTURING CONFECTIONER

Only \$3.00 per year—\$5.00 for 2 years.

- Feature Articles
- Candy Clinic
- Candy Packaging
 Candy Equipment Preview
- Technical Literature Digest
- Manufacturing Retailer
- e Book Reviews

And many other features

400 W. Madison — CHICAGO 6



is achieved by having two rows of candies in L-shape and remaining five rows filling in long part of L.

Box Findings: Pieces are all wrapped in variegated foil, excepting four panned goods pieces which are tightly wrapped to form fit in cellophane. Identification bands of foil which resemble cigar bands add additional beauty to pink foil wrapped pieces. Extra large cordials are form-fit wrapped in silver foil. Pieces identified on foil. White wax paper cups. Cotton wadding is especially wrapped in attractive white paper carrying out winged horse motif.

Sales Appeal: Excellent.

Display Value: Excellent.

Remarks: This is one of the most attractive packages the clinic has studied in some time. Considerable care has evidently been taken in the blending of the colors of the main panel and in utilization of the foil wraps for the "first-impression appearance" on opening. Wrapping of the cotton wadding adds a novel (and very clean appearing) appearance, also. Both package and candies manufactured in Italy.

CODE PK5E48

Assorted Chocolate Miniatures

Description of Package: Floral, twolayer, full telescope, padded top, double extension edge. Cellophane wrapped. One pound. Sent in for analysis as PK5248.

Size and Shape Rectangular: $8\frac{1}{2}$ x $5\frac{1}{3}$ x $15\frac{8}{3}$ ".

Materials: Chipboard covered with simulated linen paper. Cellophane. Design: Firm name, candy name, and firm insignia centered in oval on main panel. Rows of beads and flowers radiate from this oval. Border of beads incloses entire design. Somewhat similar design is worked out in gold on bottom panel.

Colors: Beads are white, flowers are four-color printing. Gold and brown added.

Typography: Good. Originality: Good.

Class of Trade: Department and drug

Appearance of Box on Opening: Good.
Use of gold topped interlocking dividers adds to appeal of contents.
Box Findings: Brown wax paper cups,

gold topped brown board interlocking dividers on top layer, are dividers on bottom layer. Cotton on glassine wadding. Glassine liner is used as wrap-around lift-out device and is gold printed on top flap with name of firm and candy.

Sales Appeal: Good. Display Value: Good.

Remarks: An attractive package, of eye-appealing design which well bears out the firm's description of the candies. The gold printed guarantee, which calls attention to the perishable nature of chocolates and their sensitivity to climatic changes "which may affect their appearance but not necessarily their eating quality," is well presented as a public relations gesture and a warranty of the 'candy's quality.

CODE PK5G48 Assorted Miniature Chocolates

Description of Package: Red velure, flat, full telescope, two-layer, chipboard. Tied with a gold silk tasseled cord. One pound, purchased in a Chicago manufacturing retailer shop.

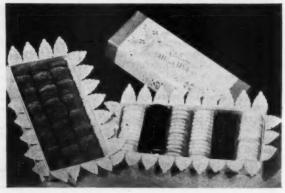


FOR THE FIRST TIME, Sweetie Pops are available in an easy-to-handle flat box (above). Previously put up in only bulk or cluster form, the A & M Confection Co. is now distributing them in a cellophane-window box containing 16 pops in all flavors. Smartly tailored wrapping paper was recently designed and printed for the Bertha Miller Candies' box packages (below). The severe design is very easy to identify on the retailer's shelf with its bold maroon stripes on gray paper with a gold foil label. Designer was Richard M. Krause, Inc., of New York City.





A NEW, FOUR-UNIT DISPLAY package (above) has been developed by the Sylvania Division of the American Viscose Corporation for manufacturers, who may wish to adapt it for their own sales usage. It may be sold as a unit, giving a variety of spice candies in pocket-sized, easy-to-carry bags. Two types of summertime candies are offered by Loft Candy Corp. (below). The box at the left contains 13 ounces of colorful Fruit Thinsies, and the carton on the right is a pound box of Cream Mint Wafers.



rlock-

well their their ed as

rtes elure, chipseled shop.

their

viders assine ed-as nd is name

war-

e, of iption rinted on to olates matic

nsies.

Check these packaging supplies

Candy Box Padding -(Flossine, Padsit, Decopad)
Dipping Papers Shredded Papers

Wavee Parchment Waxed Papers **Embossed Papers**

Chocolate Dividers **Boats and Trays** -(Plain or Printer Layer Boards

Die-Cut Liners Protection Papers **Partitions**

. . . and write for Samples & Prices.

George H. Sweetnam, Inc. 282-286 Portland Street, Cambridge 41, Mass.

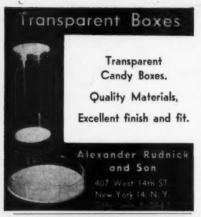
"Specialists in the Packaging Field"_

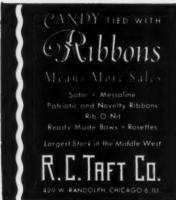
Lithographed CANS for CANDY and other **CONFECTIONS** make SALES CERTAIN

BACK in 1901, Heekin Lithographers went to work improving color reproduction on metal. Today, Heekin is proud to serve leaders in every industry with lithographed metal containers of varied sizes, shapes and colors. Your product will sell better in a Heekin Lithographed Can. Let Heekin discuss this further with you personally



HEEKIN LITHOGRAPHED CANS





Subscribe to THE MANUFACTURING CONFECTIONER Only \$3.00 per year-\$5.00 for 2 years.

- Feature Articles
- Candy Clinic
- Candy Packaging
- Candy Equipment Preview
- e Technical Literature Digest
- Manufacturing Retailer
- e Book Reviews

And many other features

400 W. Madison — CHICAGO 6



Size and Shape: Rectangular: 9 x 61/4 x 134

Materials: Top half of box is chipboard covered with bright red velure. Bottom half is chipboard covered with gold foil paper.

Design: Package relies on firm name, identification of candy as a "gift package" for appeal. Excepting for this gold lettering main and side panels are blank.

Colors: Gold on red.
Typography: Very little, but this is good.

Originality: Very good.

Class of Trade: Candy shop, department and drug store.

Appearance of Box on Opening: Excellent.

Box Findings: Brown wax paper cups. Four pieces on top layer gold foil wrapped. Interlocking gold foil covered board dividers for both layers. Lift out trays for both layers. Foil backed paper wrap around liner serves as lift-out for top layer. Cotton on glassine wadding used on top and in center. Top tray has lace paper doily edges.

Sales Appeal: Very good. Display Value: Very good.

Remarks: This is one of the most attractive packages ever to be studied by the clinic. The shade of red velure chosen for the box top is especially attractive. The appearance of the package on opening is very inviting and especially wholesome.

CODE PK5148 Mint Chocolates

Description of Package: Flat, full telescope, one-layer, chipboard. Top covered with gold foil backed paper. One-half pound. Sent in for analysis as PK5348.

Size and Shape: Rectangular: 137/8

x 35% x %".

Materials: Top half of box is chipboard covered with gold foil backed paper. Bottom half is chipboard covered with white calendered paper.

Design: Gold flowers tied with green printed ribbon appear on ivory background and are framed in gold center of main panel. Remainder of main panel is bright green excepting for 1/8-inch gold stripes at each end. Candy name at upper left of main panel. Firm name at lower right. Identification on main side panel.

Colors: Green, gold, ivory. Typography: Good.

Originality: Good.

Class of Trade: Candy and department store.

Appearance of Box on Opening: Good. Box Findings: Each piece individually cupped in brown and in white wax paper cups. Embossed cotton on glassine wadding. White wax paper cups have firm name printed in brown.

Sales Appeal: Very good. An excellent shade of green is used, and this

blends decidedly well with the gold. Display Value: Very good. Name of candy is well lettered. Firm name is also well displayed.

Remarks: An especially attractive package that gives pleasantly wholesome appearance and shows considerable planning in design elements. Printing of firm's name in brown on bottoms of white wax paper cups offers additional advertising value for firm

LETTERS

Technical Staff Aid

Many thanks for the complete and thorough report supplied by your technical staff. They have covered this problem at length, and we greatly appreciate the amount of information they have given us, which is most helpful.

-New York

Creme de Menthes

I would like to have a formula for creme de menthes; that is, mints with jelly centers.

-California

REPLY: We assume you refer to a piece of candy, chocolate coated, which is composed of two parts, a cream center on top of a jelly center. This makes a delicious combination. Formula follows:

JELLY (1)-22 lbs. of sugar, 6 oz. dry pectin, mix thoroughly dry and add 1 gal. 3 qts. of water; mix well; cook to 226 F.; add 10 lbs. corn syrup just brought to the boil; add flavor; and when ready to cast, add 1/2 oz. of citric acid solution (loz. citric acid and 1 oz. water) and run out on starch boards, about half filling the mold impressions. The cream batch must be ready to cast immediately after the jelly has been cast.

CREAM (2)-20 lbs. of cane sugar, 5 lbs. of corn syrup with water to dissolve, cook to 238 F. (This is the bob). Add 25 lbs. of bonbon cream made up of 80% sugar and 20% corn syrup cooked to 244 F. Then add 2 lbs, of good nougat cream and flavor. Cast on top of jelly.

Without a depositor, you can get good production with a five-nose cream runner.

Color may be added with the flavor. Flavors may be peppermint or spearmint or a mixture, or, of course, other variations.

Omaha Consumer Bar Preferences

Buying Habits by Rental Groups Are Also Studied in Omaha Report

A DROP OF TWO PER CENT in the numbers of families buying candy bars in the greater Omaha area was recorded by a survey conducted this year by The Omaha World-Herald newspaper. The last survey made on the question was in 1946 when 90.2 per cent responded in the affirmative to the question of whether someone in the family purchased candy bars. A total of 88.1 per cent was the latest survey figure as shown in the sampling of the 295,500 population in the area. The total was 87.2 per cent in 1945.

gold.

ne is

holensidents. rown paper ising

and

your

vered

eatly

ation

most

a for

with

er to

ated,

rts, a

enter.

ation.

6 oz.

and

well;

corn

; add

, add

(loz.

d run

If fill-

cream

medi-

sugar,

ter to

is the

cream

20%

Then

cream

in get

e-nose

lavor.

spear-

ourse.

TONER

ast.

nia

rk

Hershey led the survey with 66.2 per cent saying that they purchased

Table 1 BAR BUYERS BY INCOME GROUPS

DAN DOLLING D	I III OHOUS
\$50 rent and up	86.1%
\$40 to \$50 rent	89.1%
\$30 to \$40 rent	89.2%
Under \$30 rent	89.0%

that particular brand. Milky Way, Baby Ruth, and Mars were closely bunched for second, third, and fourth places, respectively. A total of 16 bars were mentioned over 1 per cent of the time in the selections, and 63 different bars were recorded as in use throughout the area.

Women and children were questioned as to preference in size of candy bars. The 5 cent bar was voted first choice by 75.8 per cent of those polled. The dime bar received 9.8 per cent of the selections, while both the 5 and 10 centers were voted for by 14.4 per cent.

The lower three income groups, listed according to rental costs, were virtually the same with the highest income group approximately 3 per cent lower, in the number of bar purchasers. The breakdown is recorded in Table I.

Semisweet or bittersweet chocolate is used for cooking or baking by 74.9 per cent of the families the survey revealed. Of the total number of brands in use at the time of the 1948 survey in the Nebraska city, Baker's led Hershey by a small margin. Baker's is purchased by 42 per-

cent of the people who use this type of chocolate, while Hershey is used by 39.3 per cent. Nestles ranked third with 12.4 per cent and Rockwood fourth with 9 per cent.

The high income group led the four income sections with 79.3 per cent as buyers, and the other three classifications followed in relation to rental payments. This is shown in Table 2.

The survey is the fourth annual, conducted by *The Omaha World-Herald* to provide manufacturers, advertising agencies, and distributors with information regarding consumer brand preferences and trends in the Greater Omaha market. It is one of a group of newspapers which holds a joint research clinic each year to determine methods for the analysis in order to give comparative figures in the various cities.

The number of families in the area is 82,826, of which 3,100 or 3.7 percent of the total, were questioned. The cities of Omaha and Council

Bluffs, Ia. with their surrounding communities are included.

Dealer distribution by brands was also taken in the survey. The three chain stores operating in the area handled Hershey, Milky Way, Whiz,

Table 2

SEMISWEET OR BITTERSWEET CHOCO-LATE USERS BY INCOME GROUPS

\$50 r	ent a	nd u	p	79.3%
\$40 to	\$50	rent		76.5%
\$30 to	\$40	rent	***************************************	71.9%
Under	s30	rent.		.67.6%

Nestle's, and Powerhouse, the only bars of the leading 16 to be carried by all three. Baby Ruth, ranked third in consumer preference, is carried by the largest number of independent grocers, 65.9 per cent, and by none of the three chains. Hershey and Butterfinger with 59.1 per cent ranked second in the independent grocers' lines. Snicker and Powerhouse were close behind with 58.3 per cent.

Omaha Consumer Bar Brand Preferences

Brand	Per Cent of All Families Buying Each Brand 1948	Total Number of Greater Omaha Families Buying Each Brand 1948	Dealer Distri Fer Cont Ind. Grocers 1948	Otocked by Chain Grocen 1948
Hershey	66.2	48,286	59.1	@ @ g
Milky Way		13,859	50.8	@ @ @
Baby Ruth	18.2	13,275	65.9	** ** **
Mars	17.9	13,056	36.4	@
Mounds	12.5	9,117	10.6	(6) (8)
Oh Henry	8.0	5,835	40.2	(0) (0)
Snicker	6.2	4,522	58.3	(A) (B)
Brach's Swing	3.2	2.334	27.3	A
Butterfinger		1.969	59.1	** ** **
Almond Joy	2.3	1.678	19.7	60
Whiz		1.678	37.1	200
Brach's Mint		1.386	37.9	@
Nestle's		1,313	17.4	@ @ @
Powerhouse		1,313	58.3	(A) (B) (B)
Cherry Rounders	1.2	875	10.6	*****
Clark's		875	18.9	(8)
Miscellaneous		8,680	***	** ** **
Don't know		1,094	***	

Consumer Cooking Chocolate Preferences

		Total Number of		bution by Brand
Brand	Per Cent of All Families Buying Each Brand 1902	Greater Omaha Families Buying Each Brand 1948	Per Cont 3nd. Grocers 1948	Otocked by Chain Grocer 1948
Baker's		26,056	62.9	000
Hershey	39.3	24,381	35.6	000
Nestle's	12.4	7.693	43.2	
Rockwood	9.0	5,584	29.5	000
Miscellaneous		372		
Don't know		248	*** *	** ** **

"Including all brands uses by less than I per cent of the total consumers of semisweet or bittersweet chocolate.

What's New IN CANDY PACKAGING

The products described help keep you up-to-date on new packaging equipment and materials of all types. The items below are coded for your convenience. For any further information, write to The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill. Use the coupon.

Weighing Machine

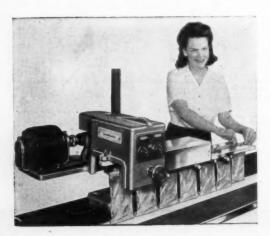
A new method of weighing is claimed for this automatic machine. It is a net weigher, and weights are predetermined by adjusting controls on the machine. Principal units include a vibrator feed, feed control, drive assembly, weighing device, bucket traversing mechanism, and discharge chute and spout incorporated into a single unit. Working volumes and weight ranges vary with the product size and type used in several different models. Code P8A48.

Labeling Machine

Many labeling requirements are claimed to be met by this machine, a thermo-print labeler. Die-cut labels in roll form are cut, imprinted with whatever information is desired, given a heat application to activate the thermo-plastic coating, and sealed firmly in the position wanted. A circular brush then passes over the label to insure a tight, lasting seal, even on an irregular surface. The labeling speed varies from 20 to 60 pieces per minute and is adjustable. The printed message may be quickly changed by inserting a new printing plate, which will give a maximum message of $2\frac{1}{4}$ wide by $\frac{1}{2}$ high. Code P8F48.

Box-Like Bar Wrapper

Smooth, box-like wraps, no matter how uneven the outline of the bar itself, is assured by folding of the wrapper over a forming mechanism instead of over the product, states this firm. Cardboard is fed to the machine from a roll before beading lengthwise. The two beads on the board make 12-point or 14-point material as rigid as the more expensive 22-point, it is claimed,



thus saying the candy manufacturer the difference in board cost. This model is said to wrap up to 140 bars per minute. Circle Code P5K48.

Moisture Adsorbent

Water is picked up from the air like a sponge in a pail of water, says the maker of a moisture adsorbent in small pellet forms. Moisture damage to candy can be eliminated by placing a bag of the pellets in containers of any size. Various sized bags of the adsorbent are made for show cases and bins; as well as large drums and small glass jars or any size in between. The manufacturer states that the product has no odor or taste, is absolutely safe and inert, and the FDA does not object to its usage.

Fragile Piece Wrapper

Especially designed to wrap fragile or irregular shaped products, this wrapper has a capacity of 80 to 100 packages per minute, depending on the product being wrapped. It has an automatic card former and feeder, and handles a maximum size of $6\frac{1}{2}$ " long by $2\frac{1}{2}$ " wide by $1\frac{1}{2}$ " high. This model is not adjustable for size, but change parts can be supplied by the manufacturer; so that more than one size can be wrapped on a single machine. Code P8C48.

Carton Wrapping Machine

Either straight side or overedge boxes are wrapped with equal ease by this machine. An automatic discharge mechanism keeps the cartons moving through the heaters; so that the candy is not affected in any way. One operator only is needed for the machine, as the loading and discharging occur at the same end. Printed wrappers are spotted in the center of the carton with means of an electric eye, thus allowing all six sides to be utilized in the design of the wrapper. Code P8D48.

Carton Set-Up Machine

This machine is said automatically to set up open top, double wall trays or cartons from die cut blanks. It will also form tops and bottoms of telescope boxes, display cartons, or other individual packages. Maximum size of the flat, glued blank handled is $10^{1/2}$ " by 20". Speed up to 90 per minute is possible, and change-over from one size to another is a simple job of replacing the mandrel and carton former. Code P8E48.

Cover Stock

A crystal design which will take almost any form of printing, according to the manufacturer, is now on the market in five colors and white. The reverse side of the sheets, which come 100 to the package and 500 to the carton, provides a good coated surface for halftones or type. The weight is equivalent to medium weight cover. Stock sizes are 20" by 26" and 23" by 35" in pink, green, yellow, blue, peach, and white. Code P8G48.

Cellulose Bands

Versatility and adaptability of cellulose band closures are featured in a new booklet published by a manufacturer of the bands. Illustration of how the closures extend

A NEW HEAT-SEALING machine recently introduced at the American Packaging Exposition in Cleveland is demonstrated (left) by Gladys A. Techtmann, sales manager of Pack-Rite Machines, makers of the new sealer. The company claims that the machine will heat-seal bags and pouches of cellophane, pliofilm, foil, and other materials at a speed of 400 inches per minute.

the shelf-life of confectionery and other products is made in the publication. The bands are available in a wide range of colors or combination of colors in either transparent or opaque shades. The booklet is available on request. Code P8H48.

Candy Containers

e in

bars

pail

mall limi-

s of

nade

mall

urer

utely

sage.

aped

ack-

eing

eder.

wide

but

; 80 ma-

with

arge

ers:

per-

and

pers f an

d in

open

ınks.

xes,

laxi-

20".

over

the

n of

the

the

s or ver.

een,

ures urer

tend

the Ma-

t the

ofilm,

nute.

NER

Molded figures for holiday confections create attractive candy displays for all special festive occasions. Pumpkins, rabbits, Santas, turkeys, etc. are gaily colored and well-balanced. Generous openings for fillings are in each container. Makers claim that they are resilient, sturdy, and so light that it is "effortless" to handle them. Exclusively designed figures are made on order. Circle Code P5148.

Shredding Machine

Manufacture of your own packing material from waste paper products is easily and noiselessly done with this new all-purpose shredding machine. Wax, tissue, celloohane and other types of paper may be shredded in long strips and converted into usage for packing. Circle Code P5J48.

Fast-Wrapping Candy Machines

Unqualified guarantees are given these two high-speed wrappers by the manufacturer. Long service and dependable, uninterrupted operation are stressed by the makers for their two models: a high speed special which wraps 325-425 pieces per minute and the senior model which wraps 160 pieces per minute. Circle Code P5L48.

Transparent Containers

Novelty in packaging is given by transparent plastic boxes, cans, and other types of containers for confectionery goods. Candies and nuts are attractively, "appedisplayed in the transparencies, says manufacturer. Trade or company name, contents, etc. may be easily placed on the container. Circle Code P5M48.

Ribbons for Packages

All types of ribbons to make candy packages attractive are contained in one of the largest stocks of ribbons and ribbon-effects in the country, it is stated by this firm. Satin, messaline, patriotic, and novelty ribbons; readymade bows; and rosettes are included in all colors in the stock. Circle Code P5N48.

Package Partitions

Protective partitions are now available in all types and sizes. Layer boards, boats, necks, chocolate dividers, and other kinds of partitioning within packages are given free estimation upon request to the company. Candy is given better protection and packaging with the aid of these partitions. Circle Code P5Q48.

Dehumidifying Device

Excessive moisture is removed from air through ths use of this dehumidifying device recently placed upon the market. Factory owners will be protected from rust, corrosion, condensation, mold, and mildew through the use of each unit, weighing 45 pounds, to a maximum of 10,000 cubic feet, makers of the device claim. It is especially desirable for warehouses and storage rooms, where the armed services have made wide use of the machines, the manufacturer reports. Circle Code P8Z48.

For Better Packaging!

That Give Perfect Protection

LAYER BOARDS CHOCOLATE DIVIDERS

Reasonable Prices Assured

Prompt Deliveries Guaranteed

diate Attention Given to Requests for Estimates



BROOKLYN 11, N. Y. Telephone: TRiangle 5-4033



Transparent PLASTIC COUNTER DISPENSERS

A good way of "pepping up" sales and introducing new products. Fine for penny goods. Send for sample and price list of this and other transparent boxes.

WEINMAN BROS. INC. 325 N. Wells St., Chicago 10, Ill.

P8D48

Circle Code Numbers and Mail Coupon for Literature on Any Item Discussed in This Section to The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, III.

P8A48 P8B48 P8C48

	P8E48	P8F48	P8G48	P8H48	
	P8Z48	P5148	P5J48	P5K48	
	P5L48	P5M48	P5N48	P5Q48	
Na	me			*****************	
Fir	m				14.8
Ad	dress				**

Zone State

WRAPPING

FAST-EFFICIENT RELIABL

C ANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged? Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



IDEAL WRAPPING MACHINE CO.

MIDDLETOWN, N. Y.

U. S. A.

ce moisture Use PROTEK-SORB* Silica Gel to

keep Hard Candies and Bon Bons from becoming sticky

Placed in each box, this 5 gram, flat, sealed pack of PROTEK-SORB* Silica Gel reduces moisture damage and stickiness for normal shelf-life. Keeps interior of package relatively free of moisture. PROTEK-SORB* imparts no odor or taste. Non-toxic. Used by leading candy manufacturers—low cost
—reduces dealer rejects. Write for full
information and test samples.





Manufacturers

Are you looking for an experienced salesman? We can put you in touch with experienced candy salesmen and candy brokers covering practically every territory in the United States.

WESTERN CONFECTIONERY SALESMEN'S ASSOCIATION

36 E. Highland Ave.

Villa Park. Ill.

Johnston's 100th Anniversary

OINCIDENTAL WITH THE STATE of Wisconsin's centennial celebrated this year, the Robert A. Johnston Co. of Milwaukee marks its 100th year of candy and cookie manufacture. A century of management by the descendants of Scottish immigrant Alexander H. Johnston, founder of a small bakery and confectionery establishment, has expanded the modest 12-person plant into a seven-acre factory with over 1,000 employees, and a national distribution and production system of 20 warehouses and

The firm has been known for its progressiveness in production mechanization throughout the years. Wisconsin's first mechanical "steam bakery" was installed by the firm in 1881; as the Johnston company moved into larger quarters for the third time since its inception. Three more plants, each an enlargement upon the previous one, were built upon the Johnston ground on Milwaukee's West National Avenue to give the present layout finally achieved in 1920.

Everything is completely modernized in today's plant from depositors and chocolate coaters to automatic wrappers. Harry S. Johnston, grandson of the founder, now

heads the firm.

• Western Packaging Exposition: San Francisco's civic auditorium will be the scene of the first Western Packaging Exposition and Conference on packaging, packing and shipping August 10-13. Approximately 100 companies engaged nationally and regionally in the manufacture and distribution of machinery, equipment, materials, supplies, and services in the fields of packaging, packing, and shipping will exhibit.

The program follows:

Tuesday, August 10: "Introductory Remarks" by Dr. William Rabak; "The Western Packaging Exposition and Conference" by H. C. Diehl; "Address of Welcome" by Mayor Elmer E. Robinson of San Francisco; and "Is the West Holding Its Industrial Gains?" by J. Lester

Wednesday, August 11: "What Is Good Package Design?" by Leonard Arthur Wheeler; "The Consumer Looks at the Package" by Dr. Vera Greaves Mrak; "Can a Package Be a Salesman?" by Arthur C. Farlow; "Characteristics of New Packaging Materials" by Robert Couch; "Functional Values of Unit Packages" by Dr. T. A. Schwartz; and "Pre-Packaging from the Grower's and Shipper's Viewpoint" by E. M. Seifert, Jr.

Thursday, August 12: "Getting the Most Out of Packaging Machine" by John A. Warren; "Transportation, Freight Claims and Damage" by W. W. Hale; "The Responsibility of the Shipper to Provide Adequate Contain-Cost Reduction" by Paul M. Hunt.

• QMC Food & Container Institute: Lt. Col Joseph S. Kujawski, QMC, is now assigned to the staff of the Quartermaster Food & Container Institute for the Armed Forces in Chicago. He is at present in charge of the Military Research Office of the Institute, which provides guidance in the research, development, and improvement of foods and rations and prepares specifications for military

In Chewing Gum Three of the four largest gum companies

largest gum companies buy Riegel Papers regularly

Among chewing gum makers, and in many other fields, you will find that most of the sales leaders are regular Riegel customers. They buy from us simply because they know we can make packaging and industrial papers that combine technical excellence with economy and production efficiency. Their confidence in Riegel is an important reason why your company—whether large or small—should see if we can also help you. Write to Riegel Paper Corporation, 342 Madison Avenue, New York 17, N. Y.

Riegel Papers We produce over 600 different packaging, printing, converting and industrial papers. If we don't have what you want, we can probably make it.

for August, 1948

page 47

Co.
okie
endoun, has
acre
disand

nten-

s in conthe into tion. preon esent

olant rapnow

co's estack-Apand of ervhip-

Dr.

"Is ester

kage mer Can harbert Dr. ver's

Col the Ine is

ack-

e is ffice the oods tary

NER



. . . FOR HIGHER SPEED, MORE ECONOMICAL WRAPPING OF CANDY BARS IN "DRESSED TO SELL" PACKAGES

The New 1948 Wrap-O-Matic Model RA is another big advancement in the automatic wrapping of fragile, regular or irregular shaped candy bars. The automatic card former and feeder is now an integral part of the machine which makes for a more compact, more practical unit.

High speed, economical wrapping of neat, trim packages is an outstanding feature of Wrap-O-Matic... up to 120 units per minute with savings as high as 75% in wrapping labor and 35% in wrapping material. With a reasonable volume of production Wrap-O-Matics pay for themselves in an unbelievably short period of time.

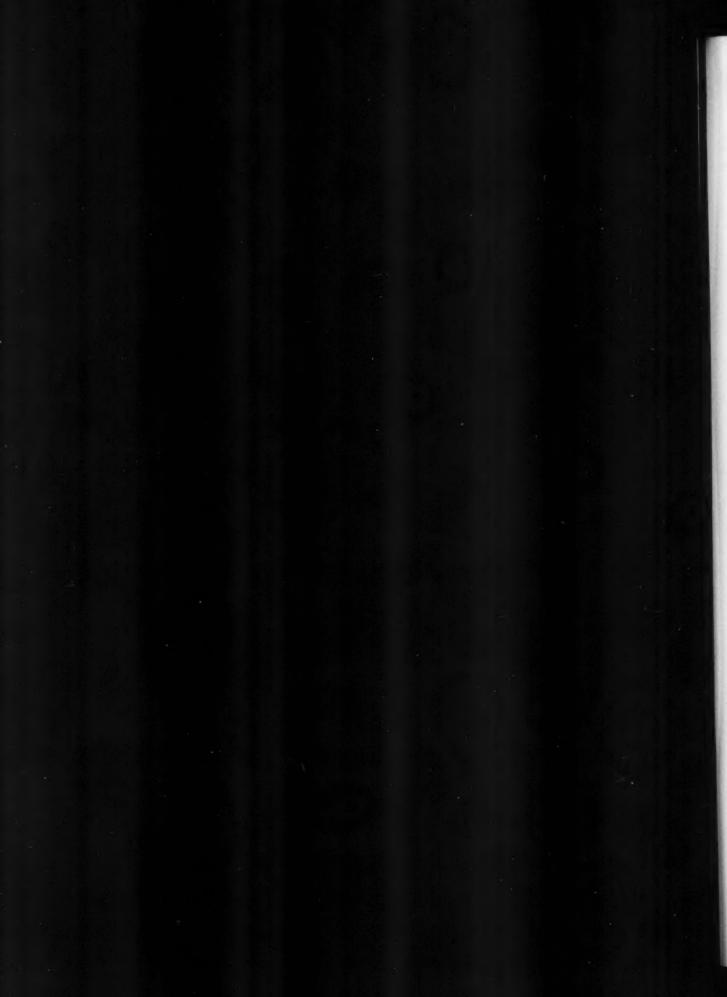
Take advantage of Wrap-O-Matic wrapping . . . reduce your wrapping costs . . . give your product that "Dressed to Sell" appearance. Send samples of your products and ask for illustrated literature.

-LYNCH CORPORATION-

Package Machinery Division

TOLEDO 1, OHIO U.S.A.





How to Eliminate Accounting Guesswork:

Natural Business Year for Candy

by WALTER F. KUHN,

Certified Public Accountant and Chairman, Committee on Natural Business Year, American Institute of Accountants

VICTIMS OF HABIT and custom, many businesses are using the calendar year as their basic accounting period when adoption of their natural business year would help immeasurably to increase their efficiency. Figuring annual profit or loss at the end of the calendar year is often as unnatural as putting Christmas candy on sale on the Fourth of July.

The natural business year—or the fiscal year—of an enterprise is the period of 12 consecutive months ending when its activities have reached the lowest point in their annual cycle. Under average conditions, the natural business year closing date for confectionery manufacturers is June 30. This is the date recommended by the committee on natural business year of the American Institute of Accountants, national professional society of certified public accountants.

Using the natural business year takes guesswork out of many phases of business operation. At the end of the natural year, receivables are at their minimum or declining. Bank loans have been liquidated, and inventories are low. All of these things mean that more certainty and less estimate enter into determination of operating profit.

Estimating "Valuations"

"Valuation" of inventories and receivables—two of the most important items in income statements and balance sheets—always involves a degree of estimate. As these items are smallest at the end of the annual business cycle, the possible effects of over- or underestimate are correspondingly reduced. With the additional item of bank loans and other current liabilities at a low point, the firm is in its most liquid condition. The result is financial statements which most accurately show the facts of the business.

Having the best available information to go on, management can set reliable future plans and policies. Financial statements prepared at the end of the natural year also show the results of policies over one full cycle. Hence they provide management with a check on the effectiveness of the policies. Statements prepared at any other date combine the results of two distinct periods and make comparisons between them difficult, if not impossible.

June 30 is the recommended closing date for confectionery manufacturers, because at that time sales, inventories, receivables, and current liabilities are normally nearest their collective minmum.

Sales: Sales of confectionery depend on several factors, including type of candy sold, method of distribution, and nearness to buyers. The general trend in the industry is for sales to fluctuate with holidays and weather. They are at their peak in October and November, prior to the

Christmas holiday rush. Then they decline until buying for Easter causes a rise in March. They fall off with the coming of hot weather and customarily drop lowest in July.

Sale of bar and penny goods, of course, usually decreases at the holidays because of customer demand for holiday goods. Where a concern is close to retailers or sells directly to customers, peak sales lag behind those of concerns selling to wholesalers.

Large Inventories Impractical

Inventories: Both raw materials and finished product are in part perishable. As a result, accumulating sizeable inventories of either is impractical. The seasonal fluctuation of inventories of finished goods resembles that for sales, although modified. Stocks of raw materials naturally increase before the heavy selling seasons, and thus are highest in late Fall or early Winter and lowest in Summer.

Taking inventory in June, when the stocks are low, has obvious advantages. First, it permits the most accurate count. Second, there is little interference with productive activities, as normal operations have temporarily declined. Third, regular employees, relieved to some extent of usual responsibilities, are available to assist in inventory taking. Fourth, executives are comparatively free to supervise. In some organizations, part of the work of taking inventory is distributed throughout the year. Nevertheless, there remains the last-minute task of bringing records up to date and summarizing them preparatory to closing the accounts.

Receivables: Receivables are largest during the time of heaviest sales in Fall and early Winter. A typical collection period is one month. Receivables decline in April following the Easter holiday selling and ordinarily reach their minimum in either June or July.

Current Liabilities: Since loans for operations are needed when production is greatest, current liabilities tend to coincide with selling. They are highest when sales are highest (and when inventories and receivables are correspondingly high), and lowest during the Summer slack.

Incidentally, the end of the natural year is the best time to apply for bank loans. The business executive can most reliably estimate the bank credit he will need for the next 12 months. In passing on credit applications, the bank usually requires a statement of financial condition, and prefers one prepared at the end of the natural fiscal year because it reflects more facts and less estimate.

In every industry, obviously there are individual companies whose annual cycle does not conform to the average. Unusual distribution methods, for example, or concentration on a certain product somewhat different from those common to the industry, may alter an individual concern's sales curve. When adopting the natural business year, a company must carefully examine its own operations to ascertain its own cycle, with the average cycle of the industry as a guide.

In addition to helping increase the efficiency of the individual business concern, widespread adopton of the natural business year throughout an industry is beneficial to the industry as a whole. It makes compilation of industry-wide data on such questions as aggregate annual income, employee turnover, average wage scales, and unit production costs, considerably easier.

Use of natural fiscal closing dates also is an aid to certified public accountants and bankers and other credit grantors. When the majority of its clients are on a calendar year, the heavy annual audit work of the public accounting firm is concentrated in one peak period. The firm can offer better service to clients when annual audits are spread throughout the year according to different natural year closing dates. Furthermore, wider use of natural years relieves the year-end pressure on bank credit staffs and credit agencies, who otherwise find themselves trying to analyze promptly hundreds of

annual financial reports thrust on them in the space of a few weeks.

Under present laws, companies can make their federal income tax returns on the basis of fiscal years of their own choosing. A new company may adopt the desired natural business year without asking permission of federal taxing authorities. An established business, however, when changing from calendar to fiscal year, must apply for permission from the Commissioner of Internal Revenue 60 days before the anticipated new closing date. Requests for changes, when based on sound reasons, are generally approved without further inquiry. Similar permission must be obtained from state authorities in states which require businesses to file income tax returns.

A separate federal income tax return must be filed for the interim period between the end of the year on which the company formerly kept its books, and the beginning of the new natural fiscal year. It is also necessary, if the company is subject to the jurisdiction of the Securities and Exchange Commission, to prepare an interim financial report for that body when the period between the end of the old year and the beginning of the newly selected natural year is three months or longer.

As the law or regulations covering adoption of the fiscal year may undergo revisions, however, a company

NATURAL BUSINESS YEAR DETERMINATION CHART

						In	vent	ories	at C	Close	of 1	Month																
19	P	rodu	ction	,	M	Raw	ali	T	Go in P	ods rocess		Fir	ishe	d	Sa	les		Ŕ	eceiv	nts ·		Acce	unt	3		Paya	ble	
.,		5		%		5	9	6	\$		%	\$		%	\$		%		\$	%		\$		%		\$		%
Jan.																												
Feb.													L						1	_								
March													L						1	-						Ш		
April																			1	-								
May																			1	_	L							L
June								1			1		_				Ш		4	_					٠		-	
July						1		1					1				Ш		4	_								
Aug.						1		_	_		_	_	1				Ш		1	_								_
Sept.						1		_					1						1	_								
Oct.						1		1	_				1				Ш		-	_	_				_			
Nov.						1		1					1						-	-	\vdash							
Dec.						_	-	1					1	1					_	-	L	_			_			_
				100 1			10	0:			1003			100 %			100≴			1009				100≤				100

Form for Use With Determination Chart

	fow long in businessPresent fiscal year
Location of plants	Location of principal sources of supply
Stocks listed on Exchange	Bonds listed on Exchange
Does company use perpetual inventory system?	flow often is physical inventory taken?
Statements prepared by company monthly	Cumulative
Does company use a budget?What is fiscal year	for budget?
Reports to stockholders: AnnuallySemi-annually.	Quarterly
If partnership, do partners report income to U. S. Government for	same period as partnership?

Comments and Suggestions

above forms are intended for use in obtaining information with the seasonal fluctuations in specific businesses or industries, for the of determining whether changes in fiscal years might be of ge.

Information for more than one year obviously would furnish a more dearly indicated by additional or substitute headings.

Information for more than one year obviously would furnish a more dearly indicated by additional or substitute headings.

Information for more than one year obviously would furnish a more dearly indicated by additional or substitute headings.

Information for more than one year obviously would furnish a more dearly indicated by additional or substitute headings. The above forms are intended for use in obtaining information with regard to seasonal fluctuations in specific businesses or industries, for the purpose of determining whether changes in fiscal years might be of

Additional copies of the above natural business year determination chart may be secured without charge from the American Institute of Accountants, 13 East Forty-first Street, New York. N. Y.

planning a change is advised to consult its attorney and certified public accountant.

of

eral

neir

red

ede-

ver,

ply

lev-

ate.

are

ilar

in

rns.

for

nich

ing

, if

uri-

rim

reen

wly

any

Although accountants and others had, for a long time, advocated use of the natural business year as an aid to efficient management, the concerted movement toward wide adoption did not begin until 1935. In that year a group of associations representing business, banking, accounting, and economic research formed the Natural Business Year Council. Supporters of the movement have included the New York Stock Exchange, the Securities and Exchange Commission, and major industrial and trade associations.

The calendar year habit had its beginning no longer ago than 1909, when its use was made obligatory under a federal revenue act. Up to that time companies had been permitted to put their accounts on fiscal years of their own choosing. It cannot be said, however, that natural business years were then in general use. A number of concerns selected closing dates to correspond with such arbitrary dates as the anniversaries of their founding.

Although the calendar year requirement was removed by the federal government when the first income tax law was passed in 1913, businesses hesitated to make another change in their basic accounting period. Use of the natural business year increased only gradually until the 1930's.

The war checked further increase because wartime conditions upset normal annual business cycles. It is only recently that conditions have begun to return near enough to normal to permit individual business enterprises again to determine their natural fiscal years.

MAY SALES DROP 11%

ONFECTIONERY SALES WERE OFF for the second consecutive month from a year ago in May, figures from the Bureau of Census reveal. May dollar volume dropped 11 per cent from the corresponding period of 1947 and 18 per cent below April, 1948. However, for the first five months of this year, dollar volume was 5 per cent over the same period of 1947. These data are based on confidential reports submitted by 331 candy manufacturers throughout the nation. Chocolate manufacturers showed an increase of 34 per cent during May over a year ago; but drops of 7 per cent by manufacturerretailers and 21 per cent by manufacturer-wholesalers were recorded. Mother's Day sales were thought to be largely responsible for the 45 per cent increase of manufacturer-retailers in May over April. Manufacturerwholesalers' sales were down 21 per cent and chocolatemanufacturers were 14 per cent lower than April. Total sales of the 331 manufacturers in May of this year were \$51,708,000.

The 124 manufacturers listing poundage showed a decrease of 17 per cent in poundage and 5 per cent in dollar sales from May of last year. For the five months of 1948, sales in pounds were 1 per cent lower; while dollar volume increased 13 per cent, from the 1947 figures.

Weekly earnings in April of production and non-supervisory confectionery workers averaged \$41.22, according to the Bureau of Labor Statistics. Weekly hours averaged 38.8 during that month, and average earnings per hour were \$1.064. In March, average earnings were \$40.96; hours, 39.1; and hourly earnings, \$1.05.



KRIST-O-KLEER makes candies taste better!
This uniform invert sugar actually keeps the flavor from drying out of candies.

KRIST-O-KLEER makes candies look better!
Because it controls moisture, KRIST-O-KLEER gives candy a fresh, appetizing appearance.

KRIST-O-KLEER makes candies keep better!
Confectioners have discovered that KRIST-O-KLEER helps keep "sweets" fresher, because it retains moisture longer upon exposure to air and low humidity.

Order today, from National's full line of KRIST-O-KLEER invert and partial invert sugars.

THE NATIONAL SUGAR REFINING CO.

New York, N.Y. and Philadelphia, Pa.



ONER



Summer Candies and Packages

Assorted Chewy Kisses

ANALYSIS: Twelve ounces for 75 cents purchased in a Cincinnati department store. Appearance of package is fair: Two-layer, full telescope type; white paper top printed in black; imprint of gull and bay. Box makes good appearance on opening. Kisses are in cellulose wrappers, and have good colors, texture, and flavors, except for the green pieces, which have a rancid taste.

REMARKS: Suggest box have a cellulose wrapper as it is badly finger-marked and dirty. Very highly priced at 12 ounces for 75 cents. Code 8A48.

Assorted Salt Water Taffy

ANALYSIS: Two-layer, full telescope box: White, printed in red, blue, and green; imprint of sailboat and water in colors; outside paper wrapper is white; over-all print of name in brown. Package appearance is good. Candy is in printed wax paper wrappers, and has good colors and texture. Flavors are fair. Purchased in a Cincinnati department store for 59 cents the pound.

REMARKS: Suggest flavors be checked; as some pieces seem not to have any flavor and others have an unidentifiable flavor. Code 8B48.

Butter Mints

ANALYSIS: Appearance of package is good: Round tube box, slip cover, paper band printed in yellow and brown. Name, printed in brown. Fourteen ounces for 98 cents. Sold in a Cincinnati department store. Box appearance on opening is good with its M.S.T. cellulose liner. Candy has good colors and texture; flavor is slightly "off."

REMARKS: Candy has an "old" butter taste. Suggest different flavors be used to improve the flavor. A very well-made piece. Code 8C48.

Coated Coconut Fudge Bar

ANALYSIS: Weighs 1¼ ounces, sold for 5 cents in a Bethlehem, Pa., drug store. Size and appearance of bar are good. Glassine wrapper printed

in yellow, red, and blue. Coating is poor. Center's color is good; texture, fair; taste, rancid.

REMARKS: Center has a bad rancid oil taste. Not a good eating bar. Code 8K48.

Togsted Almond Bar

ANALYSIS: Weighs 13/4 ounces; purchased for 10 cents in a Boston railroad depot. Has wax paper wrapper printed in yellow and lavender. Size is small for a 10-cent number. Ap-

Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages: Hard Candies

FEBRUARY—Chewy Candies: Caramels: Brittles

MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE-Marshmallows; Fudge

JULY-Gums: Jellies: Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers

OCTOBER—Salted Nuts; 10c-15c-25c Packages

NOVEMBER—Cordial Cherries: Panned Goods: 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

A PROFIT-PAYING INVESTMENT...

THE SAVAGE CONTINUOUS CANDY CUTTER

Floor Space,
3 x 33 feet.
Shipping
Weight
1,700 lbs.

Without any adjustme
Continuous Candy Cu
shaped goods, Chips
either hard or soft
width or thickness fr
to 3/4 inch, and from 3

1. BABY KISS
long and up
this series of
2. PILLOWS,
long and 1/4
by this series of

THE FIRST COST IS THE LAST COST

No additional chains to make different shapes--changes from one style to another instantly.

Without any adjustment or change the Savage Continuous Candy Cutter will cut any Pillow shaped goods, Chips, Straws or Waffles—either hard or soft centers—and cuts any width or thickness from the thinnest straws to $\frac{3}{4}$ inch, and from $\frac{3}{8}$ to $\frac{11}{2}$ inches in length.

- BABY KISSES—any small piece ¾-inch long and up to ¾-inch wide—are cut on this series of knives.
- PILLOWS, CHIPS, STRAWS—¾-inch long and ⅓ to 1¼ inches wide—are cut by this set of knives.
- STRAWS, CHIPS, PILLOWS—1½ inches long and ½ to 1¾ inches wide—are cut on this series of knives.
- WAFFLES—¾-inch long and up to ¾-inch in width—are cut and stamped with this series of knives.
- 5. THE GUIDE—illustrated separately to the left, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from 1/8 to 13/4 inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

High Speed--No Delays--

Increased Output

THE GUIDE — the only part of the entire machine that is changed.

Perfect Cutting-No Waste-Reduces Cost

(Also sold without conveyor-bench type)

SAVAGE BROS. CO.

Over 91 Years Manufacturing Quality Food Equipment

2638 GLADYS AVE.

CHICAGO 12, ILL.



Since 1855

for August, 1948

page 53

ancid Code

ing is

xture,

; purrailapper Size Ap-

TONER

pearance of bar, milk coating, almonds, and the color, texture, and taste of the light nougat center are good.

REMARKS: Finest bar of its kind we have examined in some time. Very well made and of the best quality. Code 8L48.

Butter Puffs

ANALYSIS: One-pound, cellulose bag, printed in blue and yellow, sold for 49 cents in a Cincinnati department store. Package appearance is good. Colors of puffs are good; texture, dry and hard; flavor, poor.

REMARKS: We could not taste any butter or other flavors. Suggest different flavors be used. This type of candy needs fairly strong flavors to be good eating. Suggest formula be checked; as sample is too hard and dry for this type of candy. Code 8M48.

Butterscotch Hard Candy

ANALYSIS: One-half pound bulk purchase for 25 cents in a Holland, Mich., candy store. Candy is good in color and texture; fair in flavor; is sugared.

REMARKS: Hard candy lacks a good

butter taste. Suggest more butter and salt be used. Code 8G48.

Assorted Jellies

ANALYSIS: Sent in from Canada as No. 4569 for analysis. Jellies are good in colors, sanding, and texture. Sells for 55 cents the pound.

REMARKS: Jellies lack flavor. The lemon flavor is very weak. We can not identify the pink jelly flavor. It is a well-made pectin jelly, but suggest a better grade of flavors be used. If flavors are improved, suggest a retail price of 70 cents the pound; as jellies are cheaply priced at 55 cents the pound. Code 8048.

Assorted Panned Chocolate Drops

ANALYSIS: Container is a folding box, printed in red, green, orange, yellow, and brown, and has good appearance and size. Contains 1½ ounces; purchased for 5 cents in a Bethlehem, Pa., drug store. Panning and finish of coating are good; colors are too deep. Chocolate centers have good color, texture, and taste.

REMARKS: A good panned chocolate piece. Suggest colors be toned down; as they are too bright. Code 8148.

Chocolate Caramel Almond Chews

ANALYSIS: Sent in for analysis as No. 4568. Appearance of box on opening is good. Box is one-layer type; brown embossed paper; name embossed in beige; cellulose wrapper. Chews are good in color, texture, and taste.

REMARKS: Best piece of this kind we have examined in some time. Very good eating and of the best quality. Suggest a retail price of \$1 the pound. Code 8N48.

Peanut Chew Bar

ANALYSIS: Bar weighs 1½ ounces; purchased for 6 cents in a Philadelphia railroad depot. Appearance, size, light coating, and color, texture, and taste of center are all good. Wrapper is a glassine wrapper, printed in brown, red, and blue.

REMARKS: The best bar of this kind we have examined for some time. Code 8H48.

Sugar Peppermints

ANALYSIS: Folding box, printed in blue and white with white imprint of mints, contains 1½ ounces. Pur-



in Candymen's Language

This Season -- "Lead" The Quality Parade

- with -

- NOUGAT WHIP
- HAND ROLL CREME
- EGG-O-CREME
- RIPE CREME
- FUDGE PASTE

- X-L CARAMEL PASTE
- VAC-MILK
- VAC-CREAM
- BIG "3" JELL POWDER
- BON BON SHINO

Send for YOUR
Candy Makers' Guide
Today!



Order— Your Fall Needs Today! lysis as box on ne-layer ; name rapper. texture,

is kind e time. he best e of \$1

ounces; hiladelearance, texture, good. rapper, lue. of this

nted in imprint s. Pur-

TIONER

chased for 5 cents in a Bethlehem, Pa., drug store. Size and appearance of package is good. Color and texture of mints are good; flavor is good, but not strong enough.

REMARKS: One of the best mints of this kind we have examined this year, but lacks a good, strong peppermint flavor. Code 8J48.

English Toffee

ANALYSIS: Sent in for analysis as No. 4566. Appearance of package is good: One-layer type, brown embossed paper; name embossed in beige, tied with brown grass ribbon. On opening, box appearance is good. The toffee is a nut crunch dipped in light coating and nuts. Coating and the color, texture, and taste of centers are good.

REMARKS: Piece is not English toffee; it is a crunch. Very good eating piece. No price was quoted with the sample; suggest a retail price of \$1.25 the pound. Code 8D48.

Almond Mocha

ANALYSIS: Box has good appearance: telescope type, brown embossed paper; name embossed in beige, tied with brown grass ribbon. Sent in for analysis as No. 4567. Appearance of box on opening is good; each piece is wrapped in cellulose. Pieces are chocolate almond caramels. Candy has good color, texture, and taste.

REMARKS: The best piece of this kind we have examined this year. Very well-made and of good quality. Suggest M.S.T. cellulose be used; as candy stuck to the cellulose. A retail price of \$1 the pound is suggested. Code 8E48.

Grape Chewing Gum

ANALYSIS: Five sticks purchased for 2 cents in a Roseland, Ill., grocery store. Appearance of package is fair; size is good; wrapper is paper band printed in blue. Gum has good color and flavor, fair texture.

REMARKS: One of the best grape flavors we have tasted in some time. The best gum we have examined at this price. *Code* 8F48.

Filled Hard Candies

ANALYSIS: Sent in for analysis from Sweden as No. 4557. Appearance of piece is good. Each piece is wrapped in a printed wax wrapper. Jacket, center, and flavor are good.

REMARKS: A well made filled piece. Would sell in the U.S. for about 60-70 cents a pound. Code 5V48.

Complete Program of INSECT and RODENT CONTROL



Multiple nozzie X-L Jet for use in air or steam lines.

Top rating in sanitation is the subject of the day—of constant interest to all processors and manufacturers in every branch of the food field. Here's how to get it—the "EXCELCIDE" Complete Program of Insect and Rodent Control! This system, long recognized and adopted by leaders in the industry, is effective and safe. It includes tested insecticides and rodenticides—plus the service of especially trained sanitarians who inaugurate complete programs in your plant, followed by personnel training and periodic inspection and service . . . The "EXCELCIDE" permanent Spraying System—illustrated here—is especially engineered, designed and manufactured by Spraying Systems Co. of Chicago.

All "EXCELCIDE" insecticides and rodenticides are SAFE for food-plant usage. They are non-contaminating and non-toxic—users are covered by complete products liability and property damage insurance issued by old-line company. Underwriters' Laboratory approved.

Special emphasis is placed on "EXCELCIDE" Residual Spray which in many cases has proved effective as long as 8 months after application.

GET MORE INFORMATION

The "EXCELCIDE" System of Complete Insect and Rodent Control is designed for all types of food plant usage, large or small. It includes permanent installations which eliminate the human element and save man hours otherwise necessary to spray large food storage areas by hand. It can be applied to modest requirements, with equal effect. Send for full details that will help you establish and maintain top sanitation rating. Use the coupon.



Multiple nozzle X-L Jet for use with central supply tank.

The Huge Company

3664 Washington Ave., St. Louis 8, Mo.

THE HUGE COMPANY 3664 Washington Ave., St.	ouis 8, Mo.
Please send full information on ing food plant sanitation which	e EXCELCIDE System and your 16MM movies featur are available for showing at no cost to
Name	Title
Company	
Street	

Use of Dairy Products in Candy

Report No. 14 Explains Utilization of Dairy Products in Confectionery

Because of the extensive use by the confectionery industry of dairy products, together with the realization that they probably possess unknown qualities, it was decided that research on these products in powdered form should be intensified. Powdered products were selected because of their availability in many forms thus providing a wide range of chemical and physical properties, such as different levels of fat, protein, carbohydrates, minerals, and vitamins. Interest was also expressed in this form of product because of the nutritional values afforded; stability under various storage conditions; ease of incorporation into candy; availability; uniformity of quality and cost.

Seven powdered milk products were obtained from manufacturers as follows: whole milk solids, nonfat-milk solids, whey, buttermilk, cream, lactalbumen, and casein. They were incorporated into cream fondant, caramel, fudge and nougat in amounts from about 5 to 12 per cent as sources of their various constituents. Their effects were noted on texture, taste, color, and keeping quality. Some of the more promising pieces were submitted to the National Confectioners' Ass'n Taste-Testing Committee for further evaluation and suggestions for formula improvement. Among the pieces which were most favorable were handroll creams containing from 5 to 10 per cent of whole milk solids, nonfat milk solids and buttermilk, caramels containing whey, and nougat containing whole milk and nonfat milk solids.

It was noted during the evaluation studies that the candies containing powdered milk products usually had

. Table I

Moisture Lost by Fondant Containing Powdered Milk Products

Mo	oisture1	Moisture	e Lost (%) on Solid	ls-Days	Moisture ¹	Moistur	e Lost (%	on Soli	ids-Day	
	Init.		5% Pov	wder		Init.	10% Powder				
Product	5%	5	10	20	30	10%	5	10	20	30	
Whole Milk Solids	1.76	3.20	4.31	5.85	6.73	10.90	2.32	3.34	4.56	5.42	
Nonfat Solids1	1.63	2.74	3.82	5.61	6.51	12.00	2.34	3.68	5.21	6.19	
Whey	1.91	2.70	3.98	5.49	6.53	11.52	2.63	3.98	5.38	6.18	
Buttermilk1	1.33	2.39	3.76	5.30	6.19	11.51	2.20	3.46	4.97	5.80	
Cream	2.06	2.79	4.29	5.99	6.76	11.16	2.49	3.24	5.12	5.73	
actalbumenl	2.03	3.51	4.56	6.41	7.43	11.51	2.93	3.81	5.46	6.44	
Casein	2.06	2.88	4.16	6.00	6.91	N.S.2	N.S.	N.S.	N.S.	N.S.	
Control1	2.14	3.60	4.82	6.59	7.65	12.14	3.60	4.82	6.59	7.65	

¹Moisture (%) on solids.

²No sample.

Table II

Comparison	of	Moisture	Loss	in	20%	5%	and	Control	Samples

Moisture	Moisture	Lost (%	on Solic	ls-Days	Moisture	Moistu	re Lost (%) on So	lids-Days
Init.		2	%		Init.			5%	
.2%	5	10	20	30	5%	5	10	20	30
Yeast12.46	2.76	4.66	6.53	7.63	11.78	2.62	3.76	5.51	6.57
Control12.14	3.60	4.82	6.59	7.65	12.14	3.60	4.82	6.59	7.65

Table III

Moisture-Retention with Direct Mineralization with Bone Flour

Moistr	re Moisture	Lost (%	on Solie	ds-Days	Moisture	Moist	ire Lost (%) on Soli	ds-Days
(nit.	-	2	%		Init.			5%	
2%	5	10	20	30	5%	5	10	20	30
Bone Flour11.58	2.94	4.23	5.72	6.78	11.16	2.95	4.14	4.53	6.45
Control12.14	3.60	4.82	6.59	7.65	12.14	3.60	4.82	6.59	7.65

better moisture retaining qualities than those without the milk powders. A study was then undertaken to determine the ability of the different powders to retain moisture in candy. Since this study was concluded during this quarter, the experimental methods and results are given in the section of this report devoted to the work of that period.

Yeast in Candy

nery

casein.

ramel,

er cent effects

uality.

ted to

mittee

la im-

orable

r cent

whole

at the

y had

ays

19

18

80 73

44 .S.

ONER

Because yeast is recognized as a good source of the vitamin B complex and contains about 50 per cent protein, it was incorporated in various candies as a source of these constituents. The amount of yeast which can be incorporated into most candies without detection of its characteristic flavor was found to be about 2 per cent. Higher levels of yeast in nonyeast type candies need to be masked by the flavor of other ingredients or artificial flavors.

Use of Levulose

A quantity of levulose was made available to the laboratory by the University of Colorado through the Sugar Research Foundation. Work was undertaken on the possibilities of using this sugar in different candies. One of the most striking characteristics of this sugar, by itself or in combination with sucrose, is its effect on crystallization. Levulose by itself did not crystallize under the usual procedures of candymaking and, as this characteristic prevails in mixtures with other sugars, considerable difficulty was experienced in producing a desirable grain. Further work is required before final evaluation of the use of this sugar in candy can be made.

Candy Slab Dressing Products

The desire of the confectionery industry to use only nutritious ingredients in its products prompted a search for a dressing for candy slabs to replace mineral oils which have been in use by the industry for many years. This search, now in its second year, has as its objective the evaluation of natural vegetable oils per se and with antioxidants and derived products which meet the requirements of the industry. All oil products which have been submitted for evaluation have been tested on uncolored and unflavored hard candies and by the active oxidation method for the development of rancidity. Tests on nonoil products have been limited to use on hard candies. Products which have been found to develop off-odors and, therefore, unsuitable for use as slab dressing products include soybean oil, peanut oil, pecan oil, and wheat germ oil. These oils became rancid even though they were protected with added antioxidants. Also included in the group of unsatisfactory products are synthetic triolein, ethyl, stearate, ethyl laurate, and ethyl myristate. Coconut oil, with and without 0.1 per cent of the antioxidants nordihydroguiaretic acid and lauryl gallate have been under tests on hard candies for nearly one year without the development of off-odors. Isopropyl myristate and isopropyl palmitate have been under similar test for nearly eight months without the development of off-odors. These products seemingly have good possibilities providing they hold up under repeated use such as would be required under commercial conditions.

Protein Enrichment with Isolated Proteins

Work was continued from the previous year on the use of isolated soybean protein as an experimental ingredient of hard candies—especially with respect to the use of an improved protein product—and methods for its incorporation in candies. Two types of hard candies—including clear and grained—were enriched with a neutral protein,

PROVEN IN AMERICA'S FINEST CANDY PLANTS



Yes the revolutionary principal of making fondant THE INSTANT AND CONTINU-OUS WAY has so PROVEN its superiority that today it is accepted as the most modern method for producing the finest fondant.

What the INSTANT AND CONTINUOUS FONDANT MACHINE has done for these fine candy makers, large and small alike, it can do for you.

- AND -

THE INSTANT AND CONTINUOUS FON-DANT MACHINE has the greatest production record for any machine of its size and weight.

CONFECTION MACHINE SALES CO.

30 N. La Salle St., Chicago 2, III. — Tel. Andover 3204



An effective cleaning and sanitation program in the factory helps greatly in protecting product purity and flavor. This new folder offers valuable suggestions for keeping plant and equipment immaculate with Oakite cleaning:

> Describes thorough removal of caramel from copper cooking kettles; safe descaling of cooling and water-circulating units; economical floor cleaning; fast steam cleaning of large equipment; easy sanitizing of conveyors.

For more profitable production...higher sanitation standards, send for FREE Oakite folder of Cleaning Facts!

DAKITE PRODUCTS, INC., 30C Thumes St., NEW YORK S, N. Y. Technical Service Representatives in Principal Cities of U. S. & Canada



MATERIALS METHODS

Specialized Industrial Cleaning

PENICK PENICK

CREATED to BILL the Food, Bevrage and Phermacoutical industries, Ponick Flavors are Raished products of unescalled quality, unusual strangth and are economical in uso. They are the coffection of many years of research

PÉNICK FLAVORS, through a stepby-step laboratory control system, ratain their natural aroma and potency,

OUR laboratories will essist you in the solution of any flavoring problems you may have, or in the development of new flavors. No charge is made far this service.

The World's Largest Botanical Drug House



whereas formerly a protein which was acid in reaction was used, The neutral protein was selected as it was believed to have better solubility and hence be less apt to impart a sensation of roughness to the candy. Pulled and plain vacuum-finished candies were made into which the protein was incorporated as the dry powder just before pulling, or by folding it into the hot batch following vacuum finishing. In both cases about one-third of the batch was retained for use as a clear wrapper over the protein-containing portion of the piece. Hard candies which contained up to 10.73 per cent protein on a dry basis were made by this method. The addition of the large amount of protein product to the candy was not apparent from the standpoint of appearance, color, or flavor. There was no adverse effect on the graining characteristics of sugared mints when about 7 per cent of the protein product was used.

d

Mineralization of Candies

Direct mineralization of candies was undertaken through the use of bone flour containing calcium (33 per cent) and phosphorous (15 per cent). This product was added to high carbohydrate candies including nougat, hard candies, and fondant cream. The addition of 1 per cent of the flour to nougat and fondant was not detected by its flavor, color, or adverse changes of texture. Its addition to hard candies did cause cloudiness. As was expected, however, the flour does relieve stickiness of hard candies when used as a dusting product. It was noted that the moisture retaining capacity of nougat and fondant cream was improved by its addition, and controlled experiments were subsequently conducted to determine the extent to which this ingredient aided moisture retention. Since this work was concluded during this quarter the results are given in the section of this report devoted to progress during this period.

Progress During This Quarter

As indicated above in the section relative to dairy products, experiments were concluded relative to determining the moisture retaining capacity of powdered dairy products in fondant cream. Preliminary conclusions were made in a previous report which indicated the beneficial effects of adding 5 to 10 per cent amounts of the several powders as follows: (1) that less moisture is lost from fondant containing milk solids than from the basic fondant without milk solids, (2) that less moisture is lost from fondant containing 10 per cent levels of the several powders than from fondant containing 5 per cent of the powders and (3) that there are differences between the moisture retaining capacity of the different powders. As a matter of information and record the



"Seamless"

Copper Candy Kettles

We specialize in the manufacture and repair of all types of copper steam jacket and open fire kettles.

A. BERRY COPPER WORKS

Matter Coppersmits

249 W. Broadway, New York 13, N. Y.

Telephone: CAnal 6-4427 ESTABLISHED 1907 reaction
it was
less apt
Pulled
o which
er just
followhird of
er over
candies
a dry
of the
was not
dor, or
raining

er cent

ertaken m (33 product nougat, n of 1 not deexture. ss. As ckiness It was at and d conto deoisture g this report

dairy to dewdered conclulicated nounts obsture om the obsture of the 5 per erences fferent rd the

e

IONER

methods given in the previous report of this series for determining the moisture retaining capacity of the powders and detailed results of the experiments are given.

In order to conduct the experiments under controlled conditions and without excessive heating of the test ingredients, cream fondant was selected as the basic candy, to which the several powders were added in 5 and 10 per cent amounts during creaming of the fondant. After thorough incorporation of the ingredient, the fondant was remelted and cast into rubber molds for the formation of disks of 1/2" x 1/16". Multiple sets of 12 pieces were placed in tared glass dishes for storage at 70° F. and 65 per cent relative humidity. The samples were weighed initially and after 5, 10, 20 and 30 days for moisture loss determinations. Initial moisture determinations were made on each batch of fondant by drying in vacuo at 70° C. Final moisture determinations were similarly made after the 30-day storage period. Since the initial moisture content of each batch of fondant was not constant all moisture values are recorded as percent moisture on solids in order to obtain comparative values between the different milk products. The average results of two experiments with each of seven powdered products are given in Table I.

A comparison of the amount of moisture lost by the control samples, which did not contain any of the experimental ingredient, with those containing 5 and 10 per cent shows that in all cases moisture retention was improved by the milk products. Lactalbumen was the least effective in retaining moisture, especially at the 5 per cent level. When 10 per cent of this product was used, however, there was a slight improvement in its moisture retaining

capacity. A similar effect was noted with the remaining products when the level was increased from 5 to 10 per cent. This comparison could not be made with casein, as it increased the viscosity of the fondant to a point which made it impossible to cast it into the molds. Differences which exist between the ability of the products to retain moisture in fondant are apparent at both the 5 and 10 per cent levels. Although the final moisture content of the stored candies was determined for each batch, the results are not recorded here, inasmuch as they correspond very closely with those values obtained as the difference between the original moisture content and that lost during storage.

While these results show that differences do exist in the moisture retaining capacity of the products in fondant, it is not implied that this should serve as a criterion for selecting a product to be used as an enrichment or moisture retaining ingredient, inasmuch as the flavor, color, and physical characteristics of some products are not compatible with all candies in which powdered dairy products could be used.

The moisture retaining capacity of yeast was determined in fondant cream by the method described above for dairy products. This product was used in 2 and 5 per cent levels and showed the comparison with control samples as noted in Table II.

There is very little difference after 5 days storage between the amount of moisture lost from the fondant containing 2 per cent yeast and the control. When the amount of yeast was increased to 5 per cent, however, there was 1.08 per cent less moisture lost from the samples during the 30-day storage period. When used at the 5

Simple fact that leads to Big Product Improvements

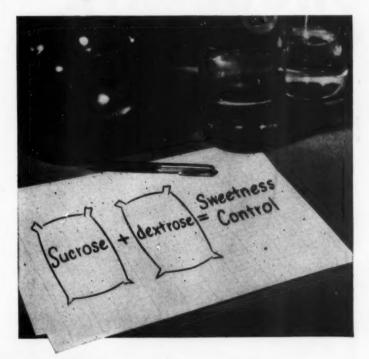
MORE AND MORE, dextrose and sucrose (both recognized by food chemists as fine sugars) are being used in combination to secure sweetness control. In the confectionery industry, as in other food fields, superior quality and flavor, finer tex-

ture and greater consumer appeal helpincrease sales.



CORN PRODUCTS
SALES COMPANY

17 Battery Place New York 4, N.Y.



CERELOSE & dextrose

KANDEX'

CONFECTIONERY

Gives Lasting Freshness and Smoother Texture To Your

and other chewy candies such as . . . Caramels, Taify and Kisses. SAVES TIME and EXPENSE.

Write for Free Sample Sufficient for Batch Testing

*Order the Trial 25 lb. Drum Only \$5.00. F.O.B. Chicago

NATIONAL FOOD PRODUCTS

8 South Dearborn St. Chicago 3, Illinois



COATINGS LIQUORS COCOAS

LAMONT, CORLISS & CO. 60 Hudson Street, New York 13, N.Y. Branches in principal cities

NESTLE'S PETER'S RUNKEL'S per cent level, yeast compares favorably with nonfat milk solids and powdered whey.

In connection with experiments on the direct mineralization of candy with bone flour, the moisture retaining capacity of this experimental product was investigated. It, like yeast, was incorporated in fondant cream at 2 and 5 per cent levels, and the amount of moisture lost from stored samples was determined after 5, 10, 20, and 30 days. In Table III are shown the results compared with control samples.

There is but little difference between the moisture retaining capacity of bone flour at the two levels, indicating that the maximum value is obtained at about the 2 per cent level. The difference of 1.2 per cent between the amount of moisture lost in fondant containing 5 per cent bone flour and the control indicated that this ingredient has about the same value as yeast, nonfat milk solids, and powdered whey as moisture retaining ingredients.

Although there were no publications during this quarter, a complete list of those which have been issued since the project has been active are given as a matter of record.

New Agricultural Products Used in Candy.

Food Industries, Vol. 18, pp. 1008-1010 and 1172. July 1946. H. H. Hall, F. J. Fahs and Louise H. Charbonnet.

Isolated Proteins in Candy Making. The Manufacturing Confectioner, Vol. 26, No. 11, pp. 27-28, 77. Nov. 1946.

Modified Pectins Make Possible New Type Candies.
The Confectioner. Vol. 31, No. 6, pp. 10-11, 37. Oct. 1946.
H. H. Hall and F. J. Fahs.

Preliminary Studies on Candy Slab Dressing Products.
The Manufacturing Confectioner, Vol. 27, No. 9, pp. 40-41.

Sept. 1947. H. H. Hall and F. J. Fahs. Improved Fruit Marshmallow.

The Manufacturing Confectioner, Vol. 27, No. 10, pp. 32 and 35. Oct. 1947.

H. H. Hall and F. J. Fahs.

Isolated Proteins in Hard Candies.
The Manufacturing Confectioner, Vol. 27, No. 11, pp. 32 and 35. Nov. 1947.

H. H. Hall and F. J. Fahs.

Candy—Its Ingredients and Manufacture. A list of 101 references compiled by H. H. Hall under the cooperative research project with the National Confectioners' Association. This publication is designated as AIC No. 181.

*Methods and Results of Analysis and Examination of Candy and Its Ingredients. A list of 68 references compiled by H. H. Hall under the cooperative research project with the National Confectioners' Association. This publication is designated as AIC

*These publications may be obtained by request from the Agricultural Chemical Research Division, Bureau of Agricultural and Industrial Chemistry, U. S. Dept. of Agriculture, New Orleans 19, La., or the National Confectioners' Ass'n, One North La Salle St., Chicago 2.



Book Reviews

Industrial Weighing

at milk

miner-

taining

tigated.

m at 2

re lost

20, and

mpared

oisture

s, indi-

out the

etween

5 per

ngredi-

solids,

uarter,

nce the

cord.

1946.

7-28, 77.

. 40-41.

and 35.

and 35.

1 refer-

n. This

ndy and H. Hall

as AIC

ne Agri-

cultural

e, New 'n, One

TIONER

46.

ents.

Douglas M. Considine, 553 pages, illustrated, 1948, \$10. The preface states, "This book is intended for all persons interested in scales . . . but is intended especially for users of scales." To a large degree, fulfilment is achieved.

This book is in two sections, the first dealing with scale design, construction, and operation; the second dealing with scales in the industries.

The fundamentals of scale mechanics and the theory of scale operation are ably discussed. Scales for basic weighing, printing and counting scales, and automatic weighers receive careful consideration. Design considerations and the selection, installation, and maintenance are possibly too brief in scope. The reviewer has seen so many cases of abused scales in food plants that he believes the author should have used red ink for this sentence:

"Since scales are . . . instruments, there are similarities in the maintenance of scales and other measuring instruments."

The application of scales in industry includes many branches of the food field: dairies, meat packing plants, bakeries, sugar factories, canning and preserving, fishing and grain processing. Although the confectionery field is omitted, except for that of chocolate manufacture, much information applicable to candy manufacturing may be gained by reading these 51 pages.

Other industrial uses of scales and weighing devices are covered by chapters on mining, machinery, and metal products; the chemical industries; public works, service and transportation industries; textiles and paper industries; and rubber and plastics industries.

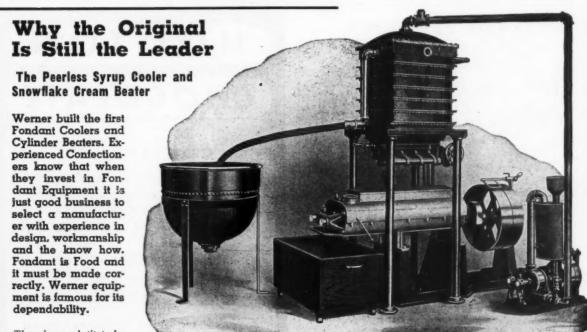
The application of scales to cost, production and quality control may

be well established but too often are taken for granted. The lists of selected readings given at the end of each chapter provide additional reference material.

Through able development of scale mechanics and discussion of principles involved, the studious reader can find much of value in this text on weighing in industry. The reviewer regrets that the author did not devote a chapter to the matter of testing scales and weights, even though such information might be merely rewritten from the excellent sources mentioned under suggested reading.—W.H.C.

Grading of Milk Products

American Dry Milk Institute, Inc., Bulletin 911 (Revised), "The Grading of Nonfat Dry Milk Solids and Sanitary and Quality Standards," 57 pages, illustrated, 1948, and Bulletin 913, "The Grading of Dry Whole Milk and Sanitary and Quality Standards," 71 pages, illustrated, 1947. These new publications will aid manufacturers and consumers by assuring uniformity of the quality of dry nonfat milk solids and whole milk, and further establishing and recognizing grades upon which the



There is no substitute for Experience.

Equipment for Vacuum Lift, Gravity Feed, or Syrup Pump, any capacity.

JOHN WERNER & SONS, INC.

713-729 Lake Avenue

Rochester 13, N.Y.

for August, 1948



CAPITOL MILK

MAKE BETTER CANDY

Spray and Roller Process Non-fat Dry Milk Solids, Whole Milk and Buttermilk Powder

Malted Milk—Condensed Milk

FOR A DEPENDABLE SOURCE OF SUPPLY WRITE

DAIRYLAND MILK

1041-B Raymond Ave. St. Paul B, Minn.

product can be more easily purchased.

Outlining of the Institute's impartial grading service and refereeing service for settling grade disputes upon request is also contained in both publications.

The highly technical booklets are designed as aids to the dry milk manufacturers and purchasers alike, and may be obtained upon request from the American Dry Milk Institute, 221 N. La Salle St., Chicago 1, Ill.

The Chemical Analysis of Foods

Henry E. Cox, Ph.D., D.Sc., 317 pages, third edition. This well-known book, recognized as a standard for nearly 20 years, is a practical treatise on the examination of food-stuffs and the detection of adulterants. Considerable new matter has been introduced in this third edition and some of the old has been excised. The new material includes sections on the determination of total solids in milk: the available carbon dioxide in baking powder; oxidation and other values in vinegar and soya meal; and rancidity tests. Methods for the determination of metallic impurities

and a statement of units of the vitamins has also been included. Of particular interest to confectioners may be the sections on sugar and syrups, soya meal, eggs, milk in various forms, fruit and fruit syrups, cocoa, chocolate and cocoa butter, and the section on tests for prohibited coloring matter.

Feeding Problems in Man As Related to Environment

An Analysis of United States and Canadian Army Ration Trials and Surveys, 1941-1946, R. E. Johnson, M. D., D. Phil., and R. M. Kark, M. R. C. P. (London), 94 pages, 1947. This booklet published by the Quartermaster Food & Container Institute for the Armed Forces, Chicago, is a comprehensive report on information gathered through an extensive series of tests made to study problems of feeding men under all environmental conditions. It is interesting to see that candy was a consistent part of the rations used and that in a study of the relationship between wastage of food and popularity ratings items listed under confections showed the highest popularity rating and the lowest per centage of wastage.



california strawberry flavor

Fine as the real fruit

Excels for candies,

ice creams, etc. Rich in

appetizing flavor and aroma – tastes exactly like fresh-

picked strawberries!

\$16.00 PER GALLON F.O.B. LOS ANGELES



Albert Albek, Inc.

Since 1934 makers of fine flavors, food products, vanillas, etc.

515 SOUTH FAIRFAX AVENUE LOS ANGELES 36, CALIFORNIA

HOOTON

CONFIDENCE

The same satisfying consumer appeal, year after year, is the result of constant use of uniform high quality, standardized HOOTON PRODUCTS. A dependability of over 50 years standing. Large and small Confectioners, Bakers and Ice Cream manufacturers buy from HOOTON with confidence. You can do the same. Tell us your chocolate problem—we can help.

COATINGS . LIQUORS . COCOA POWDERS

HOOTON CHOCOLATE CO.

Fine Chocolate Since 1897

NEWARK 7

NEW JERSEY

the vied. Of ctioners ar and in varsyrups, butter.

hibited

es and
s and
hnson,
Kark,
pages,
by the
er InChiort on
an ex-

is inwas a used onship popur conpopur cen-

NER

study

er all

CONFECTIONER'S Briefs

• Curtiss Candy Co.: Sales well above the 1947 levels are being maintained by the company. The firm's April, 1948, figures show an increase of 16 per cent over the corresponding month of last year, and the May sales are announced at a gain of 8 per cent over the previous May.

• E. J. Brach & Sons: Returning to the airwaves after an absence of 3 years, the company will begin sponsorship August 30 of "Superman". The program, a Monday through Friday serial, is contracted for 52 weeks.

WALTER L. RICHMOND, plant superintendent for D. Goldenberg, Inc. the past 9 years, is now working in the same capacity for Garrott Candy Company and Jane Garrott Candies, Inc. of St. Paul. Mr. Richmond is a monthly con-tributor to THE MANUFAC-TURING CONFECTIONER, and his book, "Candy Pro-duction Methods and Formulas", will be published in September. One of the few remaining old-time candy superintendents, he has been in the manufacturing end of the candy business since 1906, and is thus well-versed in the art of retail and wholesale candy making.



- Clark's Bros. Chewing Gum Company: An estimated 100,000 people daily view the huge, illuminated outdoor sign recently unveiled in Pittsburgh by the company. The sign 22½ by 100 feet, is said to have the greatest amount of light per square foot of any sign in Pittsburgh. It is part of the enlarged advertising program of the firm.
- Bensdorp, Inc.: One of the leading Dutch companies for many years, the firm will actively invade the American cocoa and chocolate market next month with a full line of chocolate bars and solid



FULLY EQUIPPED AID room at Sweets Company of America is part of firm's extensive safety-planning program. Registered Nurse V. Larocca (right) presides over this department.

"ROLLERFLO"



"ROLLERFLO"—Streamlined 3-Roll Mill Push Button Hydraulic Pressure Controls.

THE MILL OF TOMORROW

Takes the Guess Out of Grinding

 Streamlined, threeroller mill with pushbutton hydraulic pressure controls.

Assures correct pressure

- Eliminates human element in setting mills.
- Makes available grinding chart for every formula for future use.
- Push the button and pre-determined pressure comes up, stops at amount indicated on gauge to back off pressure, just push release button.
- Separate controls for front and back rolls—material is ground uniformly on ENTIRE length of rolls—no ends to throw back.

No Pumps or Accumulators



The Detroit Laboratory is opened for test runs on your product. Call or write for appointment.

DISPERSION EQUIPMENT SALES CO.

53 W. Jackson Blvd.

Chicago 4, III.

DIRECT LINE to good flavor,



Save Time and Stop Waste!

VOORHEES

RUBBER

CANDY MOLDS

simplify operations and insure greater perfection

Made of the purest live rubber, these molds are odorless and insure freedom from dust. They control moisture, and yield a better finished product.

Voorhees Molds are manufactured in all standard patterns or your own patterns and brand markings will be made to your order.

if your jobber cannot supply you, write for Catalog C8.

VOORHEES

RUBBER MFG. CO., INC. 151 East 50th St., New York 22, N.Y.

chocolate candies imported from Holland. Instant chocolate will be manufactured at the company's Boston plant, however. A new packaging and display program will be conducted concurrent with the firm's first attempt to establish its own sales force and distribution facilities in the U. S.

in

- Percy S. Truesdell: Known as "The Gumdrop King", Mr. Truesdell, 66, owner and founder of the Truesdell Candy Manufacturing Co., died recently in a hospital at Columbus, O., following an illness of several weeks.
- Dixie Candy Co.: A \$60,000 expansion program for this Buffalo firm is nearing completion, announces Harold W. Goldstein, vice-president and treasurer. The program includes erection of a new one-story factory 32 x 80 ft., installation of new equipment, and extensive remodeling of the firm's retail store in front of the factory. Production of chocolate suckers and novelties will be about doubled. The firm was formed two years ago by James Chambos, president, and Mr. Goldstein.
- Jacob H. Hagopian: Treasurer and one of the founders of the Peter Paul Candy Company, Mr. Hagopian died recently in Los Angeles at the age of 62. Born in Syria, he was one of the six men who founded the company at New Haven, Conn. in 1919.
- Wittenberg & Ross: This brokerage firm has been appointed as representative in northern California and Nevada for the Regal Candy Co.
- A. S. Jaffe Co.: The name of Jay Associates, candy brokers in the Chronicle Building, San Francisco, has been changed to A. S. Jaffe Co. Headed by Mr. Jaffe, the firm is western distributor for Chuckles (made by Fred W. Amend Co.); products of the Cocilana Co., Inc., Chunky (made by Top



H. L. JEFFERY, JR., (left) president of the Associated Retail Confectioners of the U. S. talks with the reelected secretary-treasurer. Wm. D. Blatner, following the recent ARC elections in New York as reported in the July issue of THE MANUFACTURING CONFECTIONER.

Notch Candies, Inc.) and Dunhill's hard candies in nickel cellophane bags.

• Edwin W. McDonnell: President of the McDonnell Candy Co. of Cincinnati, Mr. McDonnell died recently at the age of 68 in a Cincinnati hospital.



S. SKIDELL, president and sales manager of Star Confections.
 Inc., Chicago, makes his car his office by carrying on radio telephone conversations with his salesmen and distributors.

• L. R. Stone Co., Inc.: A large promotion program was introduced recently under the joint sponsorship of the Stone Co. and Xavier Cugat, Latin music orchestra leader. "Cugat's Nugats Song Contest" will be aired over many of the top-ranking radio programs and will be outlined by more than 500 disc jockeys throughout the U. S.

- Southern Wholesale Confectioners' Ass'n, Inc.: Merchandising was the central theme of the group's 25th annual convention in Louisville the last week in July. The entire program was based on the assumption that the wholesale confectionery industry's future is based on the "New Look" in the wide field of merchandising. Over 80 manufacturers showed their wares at the SWCA Candy Show exhibition. Featured speakers included outstanding representatives of manufacturers, wholesalers, and various confectionery organizations.
- Blum's: Mario Gianini, widely-known plant superintendent of Brooklyn's Wallace and Co., now fills the job of manufacturing manager for the San Francisco firm of Blum's. Credited with originating the chocolate covered maraschino cherry in confectionery circles, Mr. Gianini, a native of Switzerland, first supervised production in America for a French firm's New York branch.
- The Badger Candy Club: The club was recently organized to promote better manufacturer-jobber relations and to aid sales and merchandising programs for candy jobbers and retailers. Officers are: Al Fowler, Melster Candy Co., president; Ed Koster, Barney Hirsch & Co., vice-president; and Peter Faith, Rockwood & Co., secretary-treasurer
- Sylvan Sweets Co.: A fire, believed to have started in the company's drying room, caused an estimated \$10,000 loss before Easton, Pa. firemen could bring the blaze under control. Heating units and other equipment were damaged and about 1,400 pounds of sugar, a ton of candy, and some corn starch were destroyed.



for August, 1948

page 65

nstant

pany's

d dis-

th the

force

ndrop

of the

cently

ess of

gram

, an-

t and

new new firm's

on of

about

o by

f the

Mr.

ge of

who

1919.

has

Cali-

iates,

ranaded for lucts

Top

Consurer. York

NER

The ECONOMY "BELTURN"



Widths Available-12" to 48"

for conservation of space and efficient arrangement of Cooling Conveyors and Packing Tables.

The Economy "BELTURN" takes candy and other articles around a 90° or 180° turn, right-side-up without "bunching" or "crowding". Makes possible greater belt speed—longer packing tables.

Write, Wire or Phone for further details.

ECONOMY EQUIPMENT CO., INC.

Branch Office: 152 West 42nd Street New York 18, N. Y. Main Office & Plant: 4800 So. Hoyne Ave. Chicago 9, Illinois

New Flavor

New Profits

with MACAROON CRUNCH

Yes, Macaroon Crunch is an ideal product for making new candy pieces. It has a delicious almond macaroon flavor—It is crisp and crunchy like nuts—and blends well with other ingredients. Macaroon Crunch also makes a dandy coating for bars. Ask about it—write to either address below for quotations.

H.A.JOHNSON CO.

STATE ST BOSTON &

Bernard D. Rubin Dies

BERNARD D. RUBIN, president of Sweets Company of America, Inc., manufacturers of the "Tootsie Roll" and other candy and grocery products, died of a heart attack in his New York City home on July 6. His age was 55.

Mr. Rubin, a veteran of World War I, had been a director of the firm since 1935. He became president the following year on purchase of the controlling interest. The firm celebrated its 50th anniversary two years ago.

Mr. Rubin was a past director of the National Confectioners Ass'n, a former member of the NCA Council on Candy Steering Committee and various other committees. Active in philanthropy, Mr. Rubin served as chairman of the candy division of the Jewish Philanthropies and of the United Jewish Appeal. With the death of his mother, Mrs. Leah Rubin, in 1942, he, his father Joseph, and his brother William, created the Leah Rubin Foundation, which provides funds for various charities. He was also a member of Temple Emanu-El, at Fifth Avenue and 65th Street, New York City. Candy, grocery, and veterans' organizations sent delegations to the funeral there.

- Bunte Brothers: Linn H. Hawbecker, with 30 years experience in candy selling, is appointed Eastern District sales manager for the firm.
- Pecans: Problems in connection with the production and marketing of pecans in South Carolina, are discussed in a circular recently published by the Clemson Extension Service. The circular, which may be obtained free from county agents or the extension service, contains recommendations for planting, cultivating, fertilizing and spraying the trees, and for harvesting, grading, storing, and marketing the nuts.
- Corn Syrup and Starch: Citing recent figures of the Department of Agriculture, the Corn Industries Research Foundation says 846,000,000 pounds of corn syrup and starch were used by confectioners and chewing gum manufacturers in 1947. The total amounts to the starch equivalent of the corn grown on 23,000 average Mid-western farms, states the Foundation.

TRUTASTE FLAVORS ... Rival Natures Own



Zestful, Tangy, Imitation CHERRY
Full-Bodied, Rich, Imitation GRAPE
Luscious, Imitation STRAWBERRY
Tantalizing, Imitation RASPBERRY

NEUMANN BUSLEE & WOLFE

224 W.HURON ST.

CHICAGO 10, III.

IS YOUR CANDY MARKET REACHED?

Maybe you haven't even thought about it from this standpoint for some time now.

But the buyer's market is back again. Which means adequate advertising schedules are vitally important to reach your market, to support your product, and to help your salesmen.

Candy Merchandising's SELL-ective C.C.A. circulation reaches 10,000 volume buyers of candy, is the largest in the field, will help sell your market. Streamlined, digest-sized, "C.M." will direct your sales message to the right people economically, efficiently. Reservations for next issue until September 20.

CANDY MERCHANDISING

Bimonthly merchandising issue of The Candy Buyers' Direc-tory. CCA circulation of 10,000 volume buyers gives you thor-ough, comprehensive coverage of the entire candy market.

For further information, write

CANDY MERCHANDISING

400 W. Madison St. Chicago 6, Ill.

Eastproolina, ed by which r the s for g the margures con-1947.

inv of Roll" heart is age

een a sident

terest. ago. Conouncil comred as nthrodeath father

Rubin rities. Fifth ocerv. uneral

th 30

n In-00,000 of the arms,

IONER

FLAVORS

Concentrated Imitation

Grape Cherry Raspberry Strawberry Wild Cherry



Pure Natural Citrus

Lime Lemon Orange

See Blue Book for Other George Lueders' Products

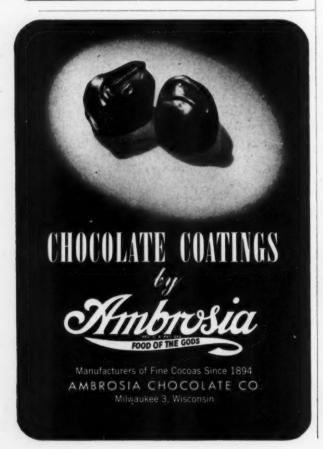
Established Since 1885

GEORGE LUEDERS & CO.

427 Washington St.

New York 13, N. Y.

Chicago • San Francisco • Montreal • Les Angeles Philadelphia • St. Louis • Toronto • Winnipeg • Wisconsin



SUPPLY FIELD MEDI

- Chas. Pfizer & Co., Inc.: Citric acid is now being produced at the company's new 75-acre plant in Groton, Conn. A four-story process building is now being used, and other structures are in the process of being built to further the firm's facilities at the Connecticut tract.
- Givaudan-Delawanna, Inc.: Ernest R. Durrer, executive vice-president of the corporation is now visiting Switzerland and France on a two-months' business trip. He is consulting with Givaudan executives in Europe about the introduction of new specialties and synthetics to the American market.
- Horace N. Taylor, Jr.: An executive of Dodge & Olcott, Inc., Mr. Taylor was recently killed by a New Haven railroad train as he returned home from a college reunion in New York. Mr. Taylor, 31, fell asleep on the train, awakened suddenly when entering the station at New Haven, and, thinking the train was leaving the station, jumped from the train. He hit a pillar and fell backward into the path of the train.
- Magnus, Mabee & Reynard, Inc.: Appointment of Dr. Henri F. Logcher as export manager is announced. He was formerly sales manager in charge of the export company for American Home Products Corp.
- The Glidden Co.: Bringing the company's total number of factories to 34, three factories will be constructed on 50 acres of land at Macon, Ga. at an investment of several million dollars. The first plant constructed will be for the production of the Durkee subsidiary's margarine; the second, for salad dressing and other Durkee foods; and the third for the firm's paint products.
- Wm. J. Stange Co.: The Western sales staff is augmented by the transfer of Irwin Martin from Michigan to California to serve food processors in northern California.
- Detecto Scales, Inc.: Three new appointments are made by the company's industrial division: Harold J. Fuller, as zone manager of the Central and Southwest territories; Roy Hansen, as zone man-

Since 1881, The Hubinger Co., Keokuk, lowa

HUBINGER Our service departments

Our service departments will help you with any of your technical problems.

UNIFORM...DEPENDABLE

Confectioners' Corn Syraps, Thin Boiling Starches, Moulding Starch



ager of the Midwestern territory; and James A. Sloan, as zone manager of the Southern territory.

• Sylvania Division, American Viscose Corp.: Four new salesmen are added to the firm's Atlanta and New York offices: Thomas Hall Johnson and J. R. Harrison at Atlanta, and A. R. Hitchings, Jr., and V. D. Shaffer at New York.

being

ant in

s now

rocess at the

urrer.

s now

onths

execf new

arket.

dge &

a New rom a

1, fell

en en-

inking

m the

to the

tment

is an-

charge

Prod-

s total

Ga. at le first of the d, for

e third

staff is

from fors in

tments

vision: ral and man-

uk, lowa

TIONE?

- Davis & Company: New salesman for the metropolitan New York and New Jersey area is Floyd Stager, connected for many years with the food industry.
- A. E. Staley Manufacturing Co.: A. E. Staley, Jr., president of the firm, will serve the Economic Cooperation Administration as head of ECA's delegation to Norway. Mr. Staley served on the War Production Board during the last war, and has filled several positions with other government agencies. Ed Scheiter, executive vice-president of the company, will act as chief executive officer during Mr. Staley's absence.
- Durkee Famous Foods: Transfer to Detroit of George Bloodworth, district representative in Buffalo for eight years, is announced.
- Industrial Chem. Sales Div., W. Va. Pulp & Paper Co.: Data concerning precipitated calcium carbonates is now available in a 48-page, illustrated booklet by writing for "Precipitated Calcium Carbonates—Their Manufacture, Properties and Applications" to Industrial Chemical Sales Division, West Virginia Pulp and Paper Company, 230 Park Avenue, New York City. The booklet contains four principal parts: introduction, manufacture,

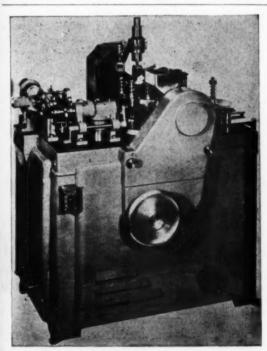
properties and applications, plus two appendices and a bibliography.

• Fritzsche Brothers, Inc.: Three new members are inducted into the corporation's 25 Year Club. The 35th, 36th, and 37th employees to be so honored after a quarter of a century with the firm are: Emil Anderson and William Bertodatti of New York, and Leslie Joyner of the Canadian staff in Toronto.



PART OF THE R. M. DUBIN Corporation's display at the National Confectioners' Ass'n convention in New York City. The firm's diversified line of modern equipment was shown here during the exposition.

• Ass'n of Amer. Soap & Glycerine Producers, Inc.: President George A. Wrisley announces the resignation of Roscoe C. Edlund, for 21 years manager and secretary of the association.



LATINI continuous DIE POP MACHINE

- HIGH SPEED PRODUCTION
- CONTROLLED WT. & SIZE OF POPS
- INTERCHANGEABLE DIES
- GUARANTEED PERFORMANCE
- ECONOMICAL OPERATION

EASTERN REPRESENTATIVE
JOHN SHEFFMAN—152 W. 42nd St., N.Y.C.

CHOCOLATE SPRAYING CO.

2027 W. Grand Ave.

CHICAGO 12, ILLINOIS

BACTERIA

Before It Kills Your Product WITH LETHERAY GERMICIDAL EQUIPMENT

> Using genuine Hanovia Ultraviolet Burners Letheray is an effective sterilizer wherever perishable goods are handled or stored.

Drug, Cosmetic and Candy Manufacturers, Bottlers, Meat Packers, Bakers, Brewers, Restaurants, Meat Markets, Food Packers can protect their products from spoilage because



Letheray Kills Mold Spores and other airborne micro organisms.



Hanovia Chemical & Mfg. Co. DEPT. 48 NEWARK 5, N. J.

World's Largest Manufacturers of Ultraviolet Lamps

What's Cooking?

to VACUUM and RACINE LOOK for MODERN CANDY MACHINES

facturers of "SIMPLEX" Messfecturers of "SIMPLEX"
Vacuum Hard Cendy Cookers
Steam and Gas
Vacuum Fondant Cookers and
Coolers, Steam and Gas
Steam Jacksted Kettles, Copper
or Stainless Steel, with or
without Agitalors Cooling Slabs
Batch Rollers
Continuous Plastic Machines Manufacturers of "RACINE"
The Standard Automatic Sucker
Machine, Boller Type
The Model M Sucker Machine
Punch and Die

Sucker Rolls, Cutting Rolls and Drop Rollers, Cream Depositors Chocolate Depositors for Stars, Kisses, Buds, Bits, Bars, etc. Cream Beaters, Caramel Cut-ters, Caramel Sizers

Vacuum Candy Machinery Company

and Racine Confectioners' Machinery Co.
15 PARK ROW NEW YORK 7, N.Y.
FACTORIES: Harrison, N. J.—Racine, Wis.

Coming Events **CONVENTIONS-MEETINGS**

Aug. 2-5-National Ass'n of Variéty Stores Merchandise Fair, Stevens Hotel, Chicago.

Aug. 10-13—Western Packaging Exposition, Civic Auditorium, San Francisco.

Aug. 16-21—American Oil Chemists' Society educational short course, University of Illinois, Urbana, Ill.

Sept. 11-19-Minneapolis National Food Show, Auditorium, Minneapolis. Sept. 27-Oct. 1-National Plastics Exposition, Grand Central Palace, New York.

Sept. 29-Oct. 1—Direct Mail Advertising Ass'n, Benjamin Franklin Hotel, Philadelphia.

Oct. 12-16—National Chemical Exposition and National Industrial Chemical Conference, Coliseum, Chicago.

Dec. 2-4—Western Confectionery Salesmen's Ass'n 34th Annual Convention, Congress Hotel, Chicago. Dec. 12-15—National Automatic Merchandising Ass'n, Palmer House, Chicago.

Mar. 20-National Food Brokers Ass'n. Chicago.

May 29-June 3—United States Wholesale Grocer's Ass'n, Inc., Municipal Auditorium, St. Louis.

• Almond Production Cost in California: Cost per pound of unshelled almonds for orchards producing 1,000 pounds to the acre increased in California from 14 cents during 1935 to 1940 to 20 cents in 1946, figures reveal in a study made by Prof. R. L. Adams and Research Asst. D. A. Reed of the Giannini Foundation of the University of California College of Agriculture. The advance, they point out, is mainly due to increased costs of labor, sprays, fertilizers, sacks, and green manure seed. Prices would be even higher, the researchers state, if larger harvests did not now result from improved methods of cultivating and caring for the orchards recently developed. Free copies of the study may be obtained on request to: College of Agriculture, University of California, Berkley 4, Calif.

 Hawaiian Commercial & Sugar Company, Ltd.: Merger of this company with the Mauai Agricultural Company, Ltd., both of the Island of Mauai, T. H., is now completed. An estimated 138,000 tons of raw sugar annually will be produced by the combined corporations, whose capitalization is set at \$25,000,000. A large share of the company's production goes to the Pacific Coast market.



Your Candy's Form . . .

molds smoothly, easily in Douglas Molding Starch. Used by the confectionery industry for 20 years, this P&F product has proved its worth. Ask us about "preconditioned" starch, a special Douglas grade for new trays.

Member of the Association of Manufacturers of Confectionery & Chocolate.

Penick & Ford



• Monsanto Chemical Co.: Formation of a Senior Technologists Group in the Process Section of the firm's General Engineering Dept. is announced by F. G. Gronemeyer, director of general engineering. J. M. Graham, Jr., will direct the new group.

GS

ir, Stevens

rium, San

ort course.

inneapolis.

al Palace.

Franklin

Industrial

nual Con-

ner House.

Municipal

ost per

oducing

lifornia

ents in Prof. R.

of the

lifornia int out, sprays,

Prices tate, if aproved rchards

dy may culture,

7, Ltd.:

Agricul-Mauai,

138,000

ced by

npany's

CTIONER



A VIEW OF THE Sennetf-Herr Company's booth at the recent exhibit of the annual convention of the National Candy Wholesalers' Ass'n in Chicago. A miniature can of marshmallow topping was given each visitor to the booth. Samples of the various toppings were available to the jobbers and other visitors at the display.

• National Coconut Corp.: Dr. Maximo M. Kalaw, chief of the Philippine government-owned corporation, reports that, due to extensive damage to coconut trees from wind and storm, 1948 copra exports to the U.S. will be limited to 700,000 long tons,

which is considerably below U. S. requirements. The effects of the typhoons will be felt for a full half-year, the amount of time required for trees to flower and young fruits to mature.

- Wilbur-Suchard Chocolate Company, Inc.: An executive advancement and four broker appointments are announced by the corporation. Fred Baehr is appointed confectionery sales manager after several years of acting as special representative for the company. A drive for national distribution by Fall has culminated in the selection of four brokers to cover the South: R. S. Barclay Co. for Tennessee; Riley R. Adams for Mississippi, Louisiana, and Alabama; Nat Lobell for the Carolinas; and E. R. Goldsmith for Florida.
- R. M. Dubin Corporation: Two new distributors are appointed to handle the company's equipment. Richard H. Schnoor of New York City and George E. Lippman of Boston will serve confectioners in their respective areas.
- Dominican Republic Cocoa Exports: The Dominican Information Center announces that dollars volume of cocoa export during 1947 almost tripled that of the preceeding year, totaling \$12,951,938. Shipments during 1946 were valued at \$4,450,712, and the government spokesman expects the value of shipments this year to exceed even the 1947 peak. Efforts by the government to intensify production by scientific farming methods and enlarging the irrigation canal network, as well as the price increase and the great forgein demand, are attributed to the annual value of Dominican cocoa rise over 11 million dolars during the past decade.



EXTRIN FOODS, INC., 70 Barclay Street, New York 7, N. Y. Extrin Foods of California, Inc., 5225 Wilshire Blvd., Los Angeles

for August, 1948



POSITIONS WANTED

Superintendent. Thoroughly versed in all branches of candy and chocolate industry; 28 years practical experience. Capable of handling help to the best advantage and getting quality and quantity results in production. Box A-881. The Manufacturing Confectioner.

Wanted: Position as superintendent or production manager. 16 years experience with nationally-known hard candy manufacturer. Thorough knowledge of modern equipment and production methods. Can furnish excellent references. Box A-882, The Manufacturing Confectioner.

CANDY PLANT MANAGER AND MER-CHANDISER available. Take complete charge, or assist busy executive, of factory producing high grade chocolates. Experienced in purchasing, production planning, cost and quality control. Up to the minute ideas in packaging and designing specialty pieces. Thoroughly experienced in promotional selling and retail store operations. Young, married, aggressive, hard worker, welcome responsibility. Interested only in connection with growing concern willing to compensate liberally for excellent producer. Best references. Write Box B-881, The Manufacturing Confectioner.

HELP WANTED

Candy Pan Men Wanted. Experienced coating pan operators and coating helpers. Attractive hourly rates. Opportunity for additional earnings under incentive. SAVOY DRUG & CHEM. CO., 16 So. Peoria St., Chicago, Illinois.

Wanted: Quality candy maker for highclass retail stores expanding. All year job, good position with future. Write Charles S. Leiber, 256 Central Ave., Hot Springs, Ark.

WANTED Experienced ENROBER OPERATOR

Please give age, family responsibilities and experience. Send Reply to:

Miss Saylor's Chocolates, Inc. Box "B", Alameda, California

ENROBER FORZMAN TO TAKE CARE OF FOUR 32" GREER ENROBERS, TEMPERING CHOCOLATE, ETC. ONLY VERY EXPERIENCED MAN WANTED. GOOD PAY, STEADY JOB. FACTORY NEW YORY CITY. BOX B-783, THE MANUFACTURING CONFECTIONER.

HELP WANTED (Contd.)

Superintendent for long-established candy factory located in North Central Texas. Must understand how to produce general line and have ability to handle personnel. Will have complete charge of plant employing approximately fifty people. We can offer attractive deal and ask you to give us your experience and earnings expected. The job is open now. Box B-882, The Manufacturing Confectioner.

Wanted: Experienced candy maker. To have full charge of our products department. Must have complete knowledge of materials and formulas, to make a large variety of candies. To have ability to develop new items, improve and maintain quality. Fastest growing candy manufacturer in Northwest, located in Minnesota. Immediate engagement. State age, experience, references, and salary to start. Box A-883, The Manufacturing Confectioner.

SUPERINTENDENT WANTED: Fondant, nut & fruit box goods. Long years experience mass production and supervising about 100 employees. Complete charge second shift 4 p. m. to 12:00 Midnight, including five 32" enrobers, fondant dept., 10 packing machines, etc. Plant in New York City. Write confidentially past experience, age, salary, details. Box B-782, The Manufacturing Confectioner.

MACHINERY WANTED

Wanted: COMPLETE HOLLOW MOULD UNIT, CONSISTING OF FILLING AND TUMBLING MACHINES. WILL PURCHASE UNIT SEPARATELY OR WITH MOULDS. Box C-683, The Manufacturing Confectioner.

Wanted 1 32" ENROBER WITH FEED TABLE, BOTTOMER, AND REFRIGER-ATED COLD SLAB, COOLING TUNNEL, WITH OR WITHOUT PACKING TABLE. BOX C-682, The Manufacturing Confectioner.

MACHINERY FOR SALE

For Sale: Arnold Blau nut bar machine Model 1270A with water cooling system. Steel slab 35 inches wide (firame 1" wide each side) by 126 inches long. Machine not only rolls batch but also cuts same with circular knives. Machine purchased new late last year. Used only a short time. Is in good condition, Cost \$2800.00. Will sell at a reasonable price. Address reply: Box 529, Suffolk, Va.

For Sa.e: New Model K w.apping machines. In original shipping crates. Immediate shipment. Less than factory price. Box C-781, The Manufacturing Confectioner.

For Sale: Two 5' cream beaters, direct chain drive to motor with tilting steam kettle and stairway in between. Two 500 lb. chocolate melters. Two 300 lb. chocolate melters. Also, 1,000 lb. chocolate melters also, 1,000 lb. chocolate melter and starch buck. Cavell Candy Co., 712 25th St., Detroit, Mich.

MACHINERY FOR SALE (Contd.)

For Sale: Modern, completely equipped wholesale-retail candy factory on San Francisco Peninsula. All machinery less than two years old, includes 2 furnaces, kettles, fire mixer, 60-qt. beater, steel cooling slab, spinning table, air-conditioned dipping and packing room, etc. Dissolution of partnership forces sale. Low rental, long-term lease. Price \$8,000. Write Honey Bear Candies, 209 Baldwin Ave., San Mateo. Calif.

For Sale: National Equipment fully automatic steel mogul, excellent condition, complete with trays and starch. Also gummixing kettles. Still set up present location New York City. Can be seen in operation. Box A-884, The Manufacturing Confectioner.

MISCELLANEOUS

WE BUY & SELL

ODD LOTS . OVER RUNS . SURPLUS



SHEETS ROLLS SHREDDINGS Collephene rolls in eather boxes 100 ft. or more ALSO MADE OF OTHER CILLULOSE FILM

Wax - Glassino Bags, Shoots & Rolls

Tying Ribbons-All Colors & Widths Scotch Tape Clear & Colors

Diamond "Cellophane" Products
Harry L. Diamond Robert L. Brown
"At Your Service"

74 E. 28th St., Chicago 16, Illinois

ELECTRIC SCREENS kill flies, mosquitos, moths, etc. Cheapest and best control of disease carriers. Send for complete information. INTERNATIONAL ELECTRIC CO., Dept 878, 1834 W. North Ave., Chicago 22, Ill.

USED STARCH

Also Sweepings
BOUGHT

LOUIS ROSENBERG

444 Fairmount Ave., Philadelphia 23, Pa.

For Sale: One cut and roll machine, Merrow Brothers, for hand-rolled creams, A-1 condition. Reasonable price. Warner Candy Corp., 920 S. Flower, Los Angeles, Cal.

FOR SALE - PIECEMEAL

Formerly Used By

EVANS JOHNSON CANDY CO.

Sidney, Ohio

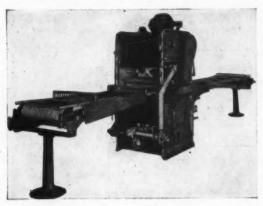
Attractively Priced for Quick Sale

- 2—24" Springfield Coaters, motor driven with Bottomers and Tunnels, and Feeders.
- 6—500-lb. capacity National Equipment Chocolate Melting Kettles.
- 1—National Equipment Wood Mogul Machine, complete with Depositor and Hydro-Seal Pump Bars.
- 1-National Equipment Wood Starch Buck.
- 3-Dayton 5-ft. motor driven Cream Beaters.
- 1—Savage MM Beater, 80 gallon capacity.
- 1-National Equipment Cream Remelter.
- 2—National Equipment Caramel and Nougat Mixing Kettles.
- 3-20" Caramel Cutters, also Caramel Sizers.
- 2-Water-Cooled Slabs, 3 ft. x 8 ft.
- 2—Steam Jacketed Cooking Kettles, all sizes. Stoves, Open Fire Kettles, also Tying Machine. Exact Weight Scales, Jack Lift Trucks.

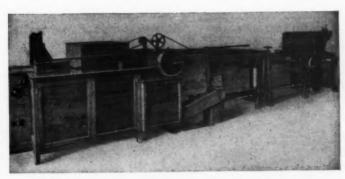
"If It's Candy Machinery, We Have It."

We have every type and size of guaranteed rebuilt candy making equipment in our New York stock—attractively priced and available for prompt delivery. Write or wire collect for prices and details on your requirements.





2—24" Springfield Coaters, with bottomers, also 32" and 16" Enrobers available.



National Equipment Automatic Wood Mogul with Hydro-seal Pump, also a fully Automatic Steel Mogul, and a Type A Wood Mogul available.

CONFECTIONERY MACHINERY CO.INC. 318-322 LAFAYETTE STREET NEW YORK 12, N.Y.

for August, 1948

page 73

quipped on San ry less

urnaces, eel coolditioned Dissolurental, Honey e., San

ndition, so gumlocation eration. ectioner.

y auto-

LL RPLUS

or more
PLM
tolls
Tape
Colors

squitos,

ECTRIC

e., Chi-

), Pa.

ne, Mercreams, Warner Ingeles,

TIONER

The MANUFACTURING CONFECTIONER'S ing House

SALES LINES WANTED

Wanted: Candy and allied lines. We have 20 years sales experience in same ter-ritory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company. 210-211 Candler Bldg., Atlanta, Georgia.

Wanted: Line of flavoring and extracts for bakeries and ice cream manufacturers. Box TF-481, The Manufacturing Confec-

Wanted: Candy and allied lines on brokerage basis for wholesale jobbing and chain trade in Virginia and the Carolinas. Box TF-482, **The Manufacturing Confec**tioner

SALES LINES WANTED (Contd.)

Former Sales Manager entering brokerage field. Desires one or two lines. Complete and comprehensive coverage of jobbers and chains in Metropolitan New York and New Jersey. Box C-681, The Manufacturing

LINES WANTED. NEW YORK & EXPORT.

N. Y. Manufacturers' Representative wants additional lines. Bulk, 4, 8, 16 oz. Packages and/or bar goods. Submit samples. Full details, net, gross, and legal weight, also cube. Circulars appreciated. Distressed offerings wanted. SALES INTERNATIONAL, 320 Eroadway, New York 7, N. Y. Digby 9-2920.

BUSINESS FOR SALE

Manufacturing Retail and wholesale conlectionery and fountain lunch. Easy terms to right man. Box 444, Banning,

When answering ads please address as follows: Box Number, The Manufacturing Confectioner, 400 W. Madison Street, Chicago 6, III.

CONFECTIONERY BROKERS

New England States

TESSE C. LESSE CO. Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

DAVID F. LOONEY Confectionery Broker
"A Good Candy Man"
P.O. Drawer 138
SOMERVILLE 43, MASS.

Middle Atlantic States

S. P. ANTHONY S. P. ANTHONY
Manufacturer's Representatives
P. O. Box 1355—Phone 2-8469
READING, PENNSYLVANIA
Terr.: Pa., Md., Dela., Washington,
D. C.

MARTIN J. BERMAN CO. 292 Fifth Avenue NEW YORK 1, N. Y. LOngacre 4-2633-4 Greater New York Area Including Department Stores, Chains, Buying Offices

FACTORY SALES COMPANY TRENTON, NEW JERSEY Specialists in Specialities
Terr.: N. J., N. Y., Pa., Dela., Md.,
& Washington, D. C.

GREENBERG BROS. 389 East 2nd St.

BROOKLYN 18, NEW YORK
vering Jobbers, Syndicate and
ot Stores in New York City & Covering Jobbers, Syndio Dept. Stores in New Yor 100 mile radius.

SAMUEL OPLER
Cocoa and Chocolate
30 Church St.—Phone Rector 2-5353
NEW YORK 7, NEW YORK

Middle Atlantic States (Contd.)

HERRERT W. SMITH 09-17 110th St.—Virginia 3-88-OZONE PARK 18, NEW YORK Terr.: New York State

IRVING S. ZAMORE SWISSVALE, PITTSBURGH 18, PA. 28 Years Experience Territory: Pa. & W. Va.

South Atlantic States

BUSKELL BROKERAGE CO. 1135 East Front Street RICHLANDS, VA. RICHLANDS, VA.
Contact Wholesale Groceries, Candy
Jobbers and National Chains
Terr.: Va., W. Va., Eastern Tenn.,
and Eastern Kentucky

W. H. CARMAN
Manufacturers' Representatives
3508 Copley Road
BALTIMORE 15, MARYLAND
Terr.: Maryland; Wash., D. C.

JIM CHAMBERS Candy Broker
17 Edgewood Avenue, S. ATLANTA 3, GEORGIA
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON Manufacturers' Representative 108 Tuckahoe Ave.—Phone 4428 RICHMOND 21, VIRGINIA err.: W. Va., Va., N. & S. Caro. 5308 44280

A. CARY MEARS Candy and Specialty Items
P. O. Box 2476
GREENSBORO, NORTH CAROLINA
Terr.: Va., W. Va., No. & So. Caro.

ROY E. RANDALL Manufacturers' Representative
P. O. Box 605—Phone 7590
COLUMBIA, SO. CAROLINA
Terr.: N. & S. Carolina.
Over 25 years in area

South Atlantic States (Contd.)

HUBERT BROKERAGE CO. Candy and Allied Lines 3 Salesmen Offices & Display Rooms 210-211 Candler Bldg. 210-211 Candler Bldg.
ATLANTA, GEORGIA
Terr.: Florida, Georgia and Alabama for 20 years

IOHNSON & SAWYERS 335 Burgess Building
JACKSONVILLE 2. FLORIDA onfections & Allied Lines Terr.: Ga., Fla., & Ala.

SOX & ROBB Representative 605 Manufacturers COLUMBIA, S. C.
Terr.: So. & No. Carolina
Over 16 years

H. H. SMITH H. H. SMITH
Box No. 1202
HUNTINGTON 14. WEST VA.
Candy, Marbles, School Tablets,
Wax Papers, Stationery, Napkins
Terr.: W. Va. & Eastern Ky.

W. M. (BILL) WALLACE W. A. (BILL) HANDLEY

Candy and Specialty Items P. O. Box 471—111 Rutland Bl Box 471—111 Mulland DECATUR, GEORGIA Terr.: Ga. & Fla. Thorough Coverage Rutland Bldg.

East No. Central States

EDWARD A. D. (Candy) BARZ
P. O. Box 395—LA PORTE, IND.
P. O. Box 512—OAK LAWN, ILL.
Covering Ill., Ind., Mich., Ohio, Ky.,
and W. Va.

H. K. BEALL & CO. H. K. SEALL & CO.
CHICAGO S. ILLINOIS
308 W. Washington St.
Phones RANdolph 1618-1628
Territory: Illinois, Indiana,
Wisconsin
25 years in the Candy Business

East No.Central States (Contd.)

COLEMAN-SMITH BROKERAGE COMPANY

COMPANY
Formerly P. L. South Company
Confectionery Brokers
"We Plan Our Work To
Work Our Plan"
Complete Wholesale and Retail
Coverage for the State of Indiana
702 Odd Fellow Bidg.
Phone Franklin 8492

INDIANAPOLIS 4, INDIANA

CHARLES R. COX COMPANY 1428 Erie Boulevard SANDUSEY, OHIO Territory: Ohio, Michigan, and Indiana

ROGER ETTLINGER Phone University 2-6737 18300 Pennington Avenue DETROIT 21, MICHIGAN Terr.: Entire state of Michigan

M. H. GALFIELD COMPANY 225 E. Detroit St.

MILWAUKEE 2, WISCONSIN

Terr.: Wis., upper Mich. & N. Ill.

(Only reliable accounts solicited)

WALTER M. GREESON CO. 101 Smith Street
FLINT 3. MICHIGAN
"We Are At Your Service Always
—And All Ways"
Terr.: Michigan. Estab. Since 1932

BERNARD B. HIRSCH 229 E. Wisconsin Ave.
MILWAUKEE 2, WISCONSIN
7.: Wis., Id., Ill. (excluding Coago) Mich. (Upper Penn.)

> JERRY HIRSCH Candy & Specialty Items 823 N. Lamon Avenue CHICAGO 51, ILLINOIS Terr.: Wis., Iowa, Mich.

DONALD A. IKELER KALAMAZOO, MICH. Territory: Michigan

CONFECTIONERY BROKERS

East No. Central States (Contd.)

HARRY KISSINGER Candy—Novelties—Specialties 3846 McCormick Ave. Phone Brockfield 9691 HOLLYWOOD, ILLINOIS Terr.: Ohio, Mich., & Ind.

G. W. McDERMOTT
North Raymond St.—Phone 382
MARINETTE. WISCONSIN
: Wisc. & Upper Mich.—covered
every five weeks.

esale

ws:

tioner.

s (Contd.)

DKERAGE

kers k To n" md Retail of Indiana

492

IDIANA

YNAMMC

gan, and

IGAN Michigan

MPANY

& N. Ill.

s" Since 1932

CONSIN

ON CO.

AN ce Always

SCH

Items

LER CH.

ECTIONER

Ave. uding Chi-Penn.)

ch. Easy Banning,

> WM. C. MITHOEFER 6210 Tyne Avenue CINCINNATI 13, OHIO specialize in cigars, candies, specialties and novelties

OWEN BROKERAGE CO. Non-competitive lines only 814 No. Church St.—Phone 355W RICHLAND CENTER, WISC. Wisconsin & Upper Penn. of Mich.

JACK WILSON PEIFFER facturers' Representative 54 W. Burton Place CHICAGO 10, ILL.

ARTHUR H. SCHMIDT CO. 815 Erieside Ave.
CLEVELAND 14, OHIO
Ohio. Member Nat'l. Conf.
Salesmen Ass'n.
Buckeye Candy Club

Manufacturers' Representative 836 Maryland Ave.—Vin. 7174 CHICAGO 19, ILLINOIS Serving Metropolitan Chicago Sales Area for 25 Years

WARREN A. STOWELL WARHEN A. STOWELL

4 ASSOCIATE
Phone TRiangle 1265
7943 So. Marshfield Ave.
CHICAGO 26, ILLINOIS
err.: Chicago, Greater Chicago
radius incl. Milwaukee, Wis.

C. H. THOMPSON 1421 Sigsbee St., S. E. GRAND RAPIDS 6, MICHIGAN Terr.: Michigan only

WAHL BROKERAGE Manufacturers' Representative
3813 N. Cramer St.
MILWAUKEE 11, WISCONSIN
Terr.: Mich., Ind., Ill., Wis., part of
Iowa and Minn.

WALTERS & COMPANY Complete Brokerage Service 2407 N. Meridian Street INDIANAPOLIS 4, INDIANA

W AND W SALES 1627 West Fort Street DETROIT 18, MICHIGAN Covering Michigan Completely With Quality Merchandise Al. Williford

R. L. YATES
Candy Manufacturers'
Representative
P. O. Box 82, College Park St
DETROIT 21, MICHIGAN
Phone DA 6227
Territory: Michigan Station

East So. Central States

PAUL JOHNSON AND CO.

Manufacturers' Representatives
Day Phone 1—Night Phone 2420
Box 270
CAMPBELLSVILLE, KY.
Candy, Crackers, Cookies, Cigars,
and Specialty Items
Terr.: Ky. and Tenn.

Fast So Central States (Contd.)

FELIX D. BRIGHT Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tonnessee, Alabama, Mississippi, Louisiana

J. L. FARRINGER 1900 Cedar Lane, Phone 8-8470 NASHVILLE 2, TENNESSEE Established 1924 Terr.: Tenn., Ky., & W. Va.

West No. Central States

GEORGE BRYAN BROKERAGE CO. 410 Walnut Bldg. DES MOINES 9, IOWA Consistent and thorough coverage of wholesale candy and tobacco, wholesale grocery, chain store trade in central, eastern lowa

ELMER J. EDWARDS

Candy Broker
3933 Elliott Ave., So.
Phone Colicar 9452

MINNEAPOLIS 7. MINN.

Terr.: Minn., N. & S. Dak.—Special
attention given to Twin City trade

GRIFFITHS SALES COMPANY 7 Clark Ave.—Phone GA. 4979
SAINT LOUIS 2. MISSOURI
We specialize in candy and
novelties.
Terr.: Mo., Ill., and Kan.

LEON K. HERZ 1290 Grand Ave., Emerson 7309 ST. PAUL S, MINN. Terr.: Western Wis., Minnesota, North and South Dakota

HUTCHINS BROKERAGE CO. 218 Third Ave., N.
MINNEAPOLIS 1, MINNESOTA
Terr.: Minneapolis and Adj. Terr.

N. VAN BRAMER SALES CO. 3844 Huntington Ave.
MINNERPOLIS 16, MINNESOTA
Territory: Minn., N. Dak., S. Dak.,
Coverage every six weeks
Resident Sciesman in Omaha, Neb.

West So. Central States

H. L. BLACKWELL COMPANY
Emery Way at Sunset Drive
EL PASO, TEXAS
Phone: 3-0503
Tern: Tex., N. Mex., and Ariz.

S. D. CARTER COMPANY Merchandise Brokers Box 217 SHREVEPORT, LA. Terr.: La., Ark., & E. Texas

W. S. STOKES Broker & Agent
BATESVILLE, ARKANSAS
Candy - Nowelties - Specialties
Terr.: Arkansas—Accounts solicited

J. J. BOND & COMPANY 1840 Hill Crest—Phone 7-1800 FORT WORTH 7, TEXAS Territory: Texas and Oklahoma

Mountain States

E. G. ALDEN & COMPANY
Box 5014 Term. Sta.
Phone Lakewood 599W
DENVER 17, COLORADO
ohn Alden traveling—Colo., Wyc
Mont., and Western Nebraska

REILLY ATKINSON & CO., INC.
Confectionery & Food Products
SALT LAKE CITY, U.—BOISE, IDA.
Terr.: U. & Ida., with contiguous
sections of adjoining states.

CAMERON SALES COMPANY 5701 East Sixth Ave.
DENVER 7, COLORADO
Candies and Allied Lines
Terr.: Colo., Mont., Idaho, Utah,
N. Mex.

T. J. LANPHIER COMPANY Confectionery and Food Products
BILLINGS BUTTE GREAT FALLS
(General Office)
Terr.: Montana & Northern Wyoming
Established 1907

MERRILL SALES COMPANY 13 East Catalina Driv PHOENIX, ARIZONA

Frequent and Intensive Covers of Arizona and New Mexico

FRANK X. SCHILLING
Confectionery and Novelty Items
Box 416—Phone 2-3540
BUTTE, MONTANA
Complete coverage of all wholesale
chain and department store distributors in Montana and Northern
Wyoming.

VICK SALES COMPANY
316 East Van Buren
PHOENIX; ARIZONA
"Serving the State of Arizona"

HARRY YOUNGMAN BROKERAGE COMPANY Box 1619
DENVER 1, COLCRADO
Territory: Colo., Wyo., Utah,
Idaho, Mont.

Pacific States

BELL SALES COMPANY 100 Howard Street
SAN FRANCISCO 5, CALIFORNIA
Candy & Food Specialties
Terr.: Calif., Reno, Nev.,
Hawaiian Islands

JOHN T. BOND & SON 637 S. Wilton Place Phone Federal 6028 LOS ANGELES, CALIF. Territory: Pacific Coast
Our 28th Year in Candy and
Food Field

CARTER & CARTER
Confectionery Mfr's Agents
Established with Industry since 1901
91 Connecticut St.
Phone: Main 7852
SEATTLE, WASHINGTON
Terr.: Wash., Ore., Utah, Ida.,
Mont., Nev., Wyo.

WITENBERG-ROSS WITENBERG-ROSS
24 California St.
Phone: Exbrook 7973
SAN FRANCISCO 11, CALIFORNIA
315 West Ninth St.
Phone Trinity 7159
LOS ANGELES 15, CALIFORNIA
Terr.: Calif., Arizona, Nevada
& Export

Pacific States (Contd.)

GENE ALCORN & CO. 1340 E. 6th Street LOS ANGELES 1, CALIFORNIA 383 Brannan Street SAN FRANCISCO 7, CALIF. Territory: Sate of California

MALCOLM S. CLARE CO. 14871/2 Valencia St.
No. Cal.; Nev.; & Hawaii
SAN FRANCISCO 10, CALIF. SAN FRANCISCO 19, CALIF.

E. Third St.—Southern California
LOB ANGELES 13, CALIF.

1238 N.W. Glisam—Oregon
PORTLAND, OREGON
915 Terminal Sales Bldg.
Wash. N. Idaho
SEATTLE 1. WASH.
3621 Nations Ave.

Ariz., New Mex., W. Texas
EL FASO, TEXAS

J. RAY FRY & ASSOCIATES 420 Market St.—Phone Garfield 7690 SAN FRANCISCO, CALIF. Terr.: Calif., Ore., Wash., Mont., Ida., Utah, Wyo., Nev., Ariz.

CHARLES HANSHER CHARLES HANDRER
112 W. Ninth Street
LOS ANGELES 15, CALIFORNIA
Personal contacts with chains, jobbers, syndicates & dept. stores
throughout Calif., Ore., & Wash.

HARTLEY SALES COMPANY
George W. Hartley
89 Marietta Drive
SAN FRANCISCO 18, CALIFORNIA
Phone: JUniper 4-5300
California, Oregon, Washington,
Idaho, and Nevada

KESSLER BROTHERS 739 Market St.—Tel. Garfield 7354 SAN FRANCISCO 2. CALIF. Terr.: 11 Western States, Army & Navy, Export Wholesale Jobbing and Retail coverage for Quality Navy, E. Retail di Reidil coverage or Qual Manufacturers. Offices, S.F.—L.A.—Portland— Honolulu Established 1925 Sidney H. Kessler Theodore D. Kessler

L LIBERMAN
SEATTLE 22. WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr.: Wash., Ore., Mont., Ida.,
Utah, Wyo.

HARRY N. NELSON CO. 112 Market Street SAN FRANCISCO 11, CALIF. Established 1906 Sell Wholesale Trade Only Terr.: Eleven Western States

GEORGE R. STEVENSON CO. 302 Terminal Sales Building SEATTLE, WASH. Territory: Wash., Ore., Ida., Mont. Over 20 years in this area.

L. I. THOMPSON Terminal Sales Building SEATTLE 1, WASH. Terr.: Ore., Wash., W. Idaho

JERRY W. TURMELL COMPANY 4127 Crisp Canyon Rd.—State 44713
SHERMAN OAKS, CALIFORNIA
(20 minutes from Los Angeles)
Terr.: Calif., Associates at Hawati,
Philippines and China. Established
since 1932.

RALPH W. UNGER LOS ANGELES, CALIFORNIA Terr.: Calif., Ariz., N. Mex., West Tex., Nev.

S. E. "JACK" WAGER
(For California coverage)
166 So. Central Ave.
LOS ANGELES 12, CALIFORNIA

for August, 1948

A NEW METHOD for TEMPERING CHOCOLATE

by A. T. NEWTH

A new, operation-proved method of tempering is thoroughly explained by one of the industry's outstanding authorities on chocolate in a step-by-step outline from the definite crystal pattern through the coating machine to the tunnels and cooling, the bottomer, dripping virgin coating, and melting kettle. Follow this expert's nine "Points to Remember" for better chocolate tempering in your plant.

PRICE PER COPY-\$1.00

Quantity Prices will be Quoted

Order from Book Sales Dept.

THE
MANUFACTURING CONFECTIONER
400 W. Madison St. Chicago 6, Ill.

PRINCIPLES and DESIGN of CHOCOLATE COOLING TUNNELS

Edward W. Meeker Research Laboratories Walter Baker & Co., Inc.

What do you know about the chemical factors of chocolate which exert such an important influence upon the shelf-life and appearance of your goods? You will find the complete answer in this booklet. Not guesswork! Not surmise! Just hard-headed research packed into the scientist's brevity of language.

PRICE PER COPY-\$1.00

Quantity Prices will be Quoted Order from Book Sales Dept.

THE

MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago, Ill.

PRESSTIME REPORTS

• Mrs. Ora Snyder: Founder and president for many years of Mrs. Snyder's Home Made Candies, Inc., Mrs. Ora Snyder died recently at her home in Chicago. Illness of her husband in 1909 prompted Mrs. Snyder to start a small candy business at a rented counter in a State St. shop. Her small business expanded into a corporation which today controls and runs 16 retail shops and a modern candy factory. She retired as president of the company because of ill health in January. Mrs. Snyder was one of the founders of the Associated Retail Confectioners of the United States and twice served as its president.

do

w

• Angelica Jacket Company: A new catalog is being issued by the company illustrating in color uniforms for all types of plant and office workers. The garments, in a wide range of colors and materials, are shown in the "Blue Book of Uniforms," which may be obtained by writing Dept. M. C. of the firm at 1419 Olive Street, St. Louis 3, Mo.

• Brown Instrument Co.; Addition in the branch and regional sales and service staffs of Brown Instrument Company are announced by William H. Steinkamp, field sales manager of the industrial instrument division of Minneapolis-Honeywell

Regulator Company, as follows:

- G. L. Ferguson in Atlanta; Wayne Cook and Carl Lower in Baltimore; Warren N. Smith and Albert E. Phillips in Boston; W. Williamson, Jr., and R. J. Holt in Charlotte; Bernard Fuller and Ormond Herring in Chicago; R. Schumaker in Cleveland; Robert Koening, in Denver; W. De Wolf in Detroit; Robert Harris, Jr., in Dallas; C. D. Walker in Houston; Barry Coleman and Robert Thomas in Indianapolis; Richard Corbin and Ralph Imbrogno in Los Angeles; A. Godfrey, Ernest P. Lang, William C. Meyer, and Edward J. Roach in New York City; A. L. Rogers, Jr., Albert T. Collins, Joseph Facer, and Edward A. Lytle in Philadelphia; Keith H. Webb in St. Louis; Richard Caviniss and George Wilson in Syracuse; John R. Shea in Washington, D.C.; D. W. Rees in Kansas City; H. C. Klug in Omaha; and William Harris in East Orange, N. J.
- H. Baron & Co., Inc.; George E. Lichty and Jennings Moore have been appointed assistants to general sales manager Edwin R. Maize, Jr. Mr. Lichty was formerly with Lipton Tea Company, and Mr. Moore was with Davis Baking Powder Company.
- S. H. A. Young: Production of a new type of plastic starch printing form is announced by this research and development engineer in St. Charles, Ill. The new form is reported odorless and nontoxic and desired designs can be obtained from clay or plaster models supplied by mogul useds.
- Wilbur-Suchard Chocolate Company: Addition of four more sales representatives are announced: Eugene N. York, for Indiana, and William R. Humphrey, for central Ohio, under the supevision of J. O. Espenshied; Joseph Warfsman, for Kansas, Nebraska, and Missouri; and Charles R. Keough, for Pittsburgh.

Confectionately Yours

I N PHILADELPHIA recently, seven youths bought a dime's worth of pistachio nuts in Isadore Lashinsky's grocery. A half hour later they returned, knocked Mr. Lashinsky down, hit him on the head with a loaf of bread, tipped over stacks of groceries, and tossed cakes around the store. They didn't like the flavor of the nuts, they explained. All of which brings to mind that, although in our March issue an editorial pointed out buyers are becoming more discriminating, the buyer's market apparently is becoming quite a forceful factor in business rela-

ONE OF THE oldest candy manufacturers in the nation is the Mrs. J. G. McDonald Chocolate Co., of Salt Lake City, which was estab-lished there shortly after the middle of the last century. The firm is reported, also, to be the only American package chocolate concern to win grand prizes for its chocolates in the international trade expositions that Europe used to hold.

MILADY GOES TO the candy shop nearly three times as often as the man, a recent survey by Loft in its 160 stores for a seven-day period indicates. Of those entering the Loft stores, 72.3 per cent were women, 26.6 per cent men, and 1.1 per cent children (under 15). Although the figures varied from shop to shop, the picture remained generally the same: the overwhelming number of customers were women. Children, even counting those up to 15 years of age, buy very little packaged goods, it appears. In 10 Loft shops, for ex-ample, not one child entered to make a purchase during the seven days of the survey.

GUM TIME: In Japan the government hopes chewing gum will keep railroad engineers awake. Seventy per cent of recent rail accidents are attributed to sleepy Nip engineers. Written orders, which will accompany the gum, advise: "Chew this one to two hours, even after all flavor is gone,"

ANDY MIX: In St. Louis squirrels Candy Mix: In St. Local Squeezed through delivery vents on vending machines, helped themselves to nut bars inside. . . . In St. Paul a fisherman caught one with a piece of liverwurst and bubble gum!

Advertisers

Albek, Albert, Inc
American Dry Milk Institute, Inc. May '48
*American Food Laboratories, Inc
*American Machine & Foundry Co14
American Maize Products CoJune 43
*Amsco Packaging Machinery, Inc. July '48 Angermeier, T. H. & Co. 4th Cover Anheuser-Busch, Inc. July '48 'Armour & Co. July '48 Aromanilla Co., Inc. June '48
Angermeier, T. H. & Co4th Cover
Anheuser-Busch, IncJuly '48
'Armour & CoJuly '48
Aromanilla Co., IncJune '48
*Berry Copper Works, A
Brown Instrument CoJune '48
Blumenthal BrosJune '48
Burke Products Co. Inc. June 48
Blumenthal Bros. June '48 Burckhalter, Inc., C, W. June '48 Burke Products Co., Inc. June '48 Burrell Belting Co. July '48
California Almond Growers Exchange 9 California Fruit Growers
Exchange 10, 19, 25 Camp, Wm. A. Co., Inc. May '48 Central Soya Co., Inc. 15
Camp, Wm. A. Co., IncMay '48
Central Soya Co., Inc15
Chocolate Spraying Co69
*Clinton Industries, Inc. 3 *Cochrone Corp. July '48
*Confection Machine Sales Co57
Consolidated Products Co., IncJuly '48
*Cochrane Corp. July '48 *Confection Machine Sales Co. 57 Consolidated Products Co., Inc. July '48 *Corn Products Sales Co. 59 Currie Manufacturing Co. June '48
Dairyland Milk Corp62
Davis & CoMay '48
Davison Chemical Co45
Detecto Coulos Inc. 26
Digmond Cellophane Products 72
Detecto Scales, Inc
Detecto Scales, Inc. 36 Diamond Cellophane Products 72 Dispersion Equipment Sales Co. 63 Dodge & Olcott, Inc. July '48
Detecto Scales, Inc. 36 Diamond Cellophane Products 72 Dispersion Equipment Sales Co. 63 Dodge & Okcott. Inc. July '48 Dow Chemical Co. July '48
Detecto Scales, Inc. 36 Diamond Cellophane Products 72 Dispersion Equipment Sales Co. 63 Dodge & Okott, Inc. July '48 Dow Chemical Co. July '48 Dubin, R. M. 22 Durkse Egmous Foods, Div. of
Dairyland Milk Corp. 62
Detecto Scales, Inc. 36
Dyer & Company, B. WMay '48
Detecto Scales, Inc. 36 Diamond Cellophane Products 72 Dispersion Equipment Sales Co. 63 Dodge & Olcott, Inc. July '48 Dow Chemical Co. July '48 Dubin, R. M. 22 Durkee Famous Foods, Div. of Glidden Co. 11 Dyer & Company, B. W. May '48 *Economy Equipment Company 66 Extrin Foods, Inc. 71
Dyer & Company, B. WMay '48 *Economy Equipment Company
Dyer & Company, B. W
Dyer & Company, B. W
Dyer & Company, B. W
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 64 Friend, Harry L. June '48 *Fritzsche Brothers, Inc. 4
Dyer & Company, B. W
Dyer & Company, B. W
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 64 Friend, Harry L. June '48 *Fritzsche Brothers, Inc. 4 Funsten & Company 24 Gaylord Container Corp. 37 Giraudan-Delawanna, Inc. 17
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 64 Friend, Harry L. June '48 *Fritzsche Brothers, Inc. 4 Funsten & Company 24 Gaylord Container Corp. 37 Giraudan-Delawanna, Inc. 17
Dyer & Company, B. W
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 64 Friend, Harry L. June '48 *Fritzsche Brothers. Inc. 4 Funsten & Company 24 Gaylord Container Corp. 37 Giraudan-Delawanna, Inc. 17 Glidden Company 11 Greer Co., J. W. 13
Dyer & Company, B. W. May '48 *Economy Equipment Company. 56 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 54 Friend, Harry L. June '48 *Fritzsche Brothers, Inc. 4 Funsten & Company 24 Gaylord Container Corp. 37 Giraudan-Delawanna, Inc. 17 Glidden Company 11 Greer Co., J. W. 13 *Handler and Merckens 20 Hanovia Chemical Co. 70
Dyer & Company, B. W. May '48 *Economy Equipment Company. 56 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 54 Friend, Harry L. June '48 *Fritzsche Brothers, Inc. 4 Funsten & Company 24 Gaylord Container Corp. 37 Giraudan-Delawanna, Inc. 17 Glidden Company 11 Greer Co., J. W. 13 *Handler and Merckens 20 Hanovia Chemical Co. 70
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. 1nc. Inc. 2nd Cover *Florasynth Laboratories. Inc. 64 *Fritzsche Brothers. Inc. 48 *Fritzsche Brothers. Inc. 4 *Gaylord Container Corp. 37 *Giraudan-Delawanna. Inc. 17 *Glidden Company 11 *Greer Co., J. W. 13 *Handler and Merckens 20 *Hanovia Chemical Co. 70 *Heekin Can Co., The 41 **Hooten Chocoleite Co. 62
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. 1nc. Inc. 2nd Cover *Florasynth Laboratories. Inc. 64 *Fritzsche Brothers. Inc. 48 *Fritzsche Brothers. Inc. 4 *Gaylord Container Corp. 37 *Giraudan-Delawanna. Inc. 17 *Glidden Company 11 *Greer Co., J. W. 13 *Handler and Merckens 20 *Hanovia Chemical Co. 70 *Heekin Can Co., The 41 **Hooten Chocoleite Co. 62
Dyer & Company, B. W
Dyer & Company, B. W. May '48 *Economy Equipment Company. 66 Extrin Foods, Inc. 71 *Felton Chemical Company. Inc. 2nd Cover *Florasynth Laboratories, Inc. 64 Friend, Harry L. June '48 *Fritzsche Brothers, Inc. 4 Funsten & Company 24 Gaylord Container Corp. 37 Giraudan-Delawanna, Inc. 17 Glidden Company 11 Greer Co., J. W. 13 *Handler and Merckens 20 Hanovia Chemical Co. 770 Heekin Can Co., The 41 Hooton Chocolate Co. 62 Hubinger Co., The 68 Huge Co., The 55 Ideal Wrapping Machine Co. 46
Dyer & Company, B. W

Lamont Corliss & Co
Magnus, Mabee & Reynard IncJune '48 Manufacturing Confectioner Publishing Co
Metropolitan Pool Car Associates June '48 Mill River Tool Co. June '48 Mills & Bro., Inc., Thos. June '48 Minnearpolis Honeywell Regulator
Co
National Equipment Co. 8 *National Food Products Co. 60 National Ribbon Corporation May '48 National Sugar Refining Co. 51 *Neumann-Busiee & Wolfe, Inc. 68 Norda Essential Oil and Chemical Co., Inc. 6
Oakite Products, Inc58
Package Machinery Company
*Penick & Ford, Ltd., Inc
Regal Mig. Co. July '48 Riegel Paper Co. 47 Robinson Air-Activated Conveyor July '48 Systems July '48 *Ross & Rowe. Inc. 20 Rudnick, Alexander, & Son 42
*Savage Bros. Co. 53 *Sennetf-Herr Co., Inc. 54 Shumann Equipment Co. 39 Solvay Sales Division. Allied Chemical & Dye Corp. July '48
Speas Company
Swift & Co
Taft, R. C., Co
Union Confectionery Machinery Co., Inc
'Vacuum Candy Machinery Co
Weinman Brothers, Inc. 45 Werner, John & Sons, Inc. 18, 61 W.E.R Ribbon Corp. 39 West Disinfecting Co. July '48 Western Confectionery Sciesmen's 46
See The 1947 Blue Book.

*For Detailed Reference Data, See The 1947 Blue Book.

rmond eland; etroit: Housndianin Los am C. City; Facer, th H. eorge ngton, lug in N. J. d Jenits to . Mr. pany, owder pe of y this arles,

ome in ompted ss at a Il busiav concandy mpany er was Confecd as its alog is n color

ent for

andies.

mateorms," . C. of branch wn Inam H. ustrial ywell

orkers.

d Carl Albert and R.

nonfrom ds. dition

nced: Humof J. insas, ough,

IONER



American Economy Must Be Streamlined

THE MOST COMPELLING responsibility of American business is to streamline our economy and to de-

flate our machinery of government.

I struck out from the shoulder at once, because I believe that these two immediate demands upon us are not only good for our individual business, and for our own country, but are immediate requirements, if we are to

save a distressed and shattered world.

We know that there is a clash throughout the entire world between two diametrically opposite philosophies of political economy. As just a few months ago there were distinct battle lines drawn across every land, across every sea—yes, and even across the blue of the heavens—so today there are just as sharp and just as distinct battle lines drawn between the economy of the controlled state and this freer private enterprise system. Make no mistake; we're fighting. Writers, editors, commentators—those who are reporting and recording the events of today—refer to this as a "cold war." Let's each be reminded that every single one of us business units are soldiers in the field.

These are days when the clash of these economic philosophies may result in a real warfare that is horrible to conceive. I believe very sincerely—and I pass it on to you only for what it is worth—that the true aim of a modern American enterprise system is "more goods and more services for more people throughout the world, or better quality and at as low prices as is possible." You and I must begin to think less of the businesses we

own and begin to think more of our responsibilities of serving humanity through the businesses we operate. We are parts of that great Private Enterprise army.

In America we have learned, in the short history of this country, that national wealth is simply an accumulation of honest sweat by all the people. That is what we call capital, and it is this accumulated honest sweat that we turned into new enterprises which produced better living conditions for all the people. That is what we

mean by an American standard of living.

It was this accumulated sweat of all—invested in new enterprises by which more sweat poured—that we were able to develop our farms: build our cities; erect cathedrals, universities, and centers of culture. The American standard of living is not merely an accumulation of material things by a materially minded people. On the contrary, these things are the logical and deserved fruits of an economy in which all serve and in whose benefits all participate. We must think of our businesses not as our own private affairs, but as a responsibility which has been eutrusted to us in order that we may play our part in this unfolding world drama.

We must make our American economy function. We must make it supply world needs, for that is exactly the objective of the controlled economy of the superstate, which we regard as our enemy. (A condensation of a paper presented by Percy C. Magnus, of Magnus, Mabee & Reynard, Inc., at the recent convention of the Flavor-

ing Extract Manufacturers' Ass'n.—Ed.)

Opportunities Now for Originality

HAVING SPENT MORE than 20 years of my business life in the confectionery industry, I naturally hold a warm spot in my heart for the industry. After reading many of the items in the various trade papers, however, I am prompted to sit down and comment about the situation in which the industry now appears to be.

Since the war it has been my privilege to be in many

of the manufacturing plants.

There never has been a time when opportunities have stood out so prominently for the candy manufacturer to bring out something new. Still, the seeming tendency to copy the other fellow, rather than originate (and I use the word *originate* rather loosely) is more prevalent than ever.

As I go through the different plants, I find them equipped to do a splendid job (and, in many cases, without additional equipment) of reviving some of the old time good eating combinations—combinations that were delightful to the taste. But they would rather imitate the other fellow, it seems—evidently choosing to believe his pasture is greener.

Most of the imitations are poor imitations, however. What's more, most of them result in a loss of popularity of the item for a time and splitting up of the business, so that both the original item and the imitation lose out. I'll agree that sometimes the imitator's product does outgrow the imitated product, but usually that is because the originator was too stubborn to conform to market trends at the time, even though he eventually must or go out of business.

In some plants, addition of a new piece of equipment is all that is necessary to put the manufacturer in a position where he can bring out a new bar, for example.

Many lessons can be learned, too, from other industries, for some of these have excellent equipment that is adaptable to the confectionery industry without changes in design. It is possible, also, to streamline some operations in manufacturing bars so that no hand touches the candy—from the ingredients that go to make up the piece to the finished box or carton ready to ship.

There are, I firmly believe, so many opportunities to scrutinize, devise, and merchandise within one's own organization today that manufacturers should become seriously alert to their opportunities. Or is the industry to return to the evils of free goods, premiums, advertising discounts, and the like? Rather than imitate a new combination that "eats well" and is getting distribution, why not put initiative to work. Origination means enterprise and opportunity.—Bradley S. Dawes.

TARTARIC ACID TARTAR SODIUM

Desirable taste characteristics Proved usefulness in confections Uniformity in every shipment Pfizer standards of purity

Whether your needs include such standard acids as citric acid and tartaric acid or such special purpose chemicals as cream of tartar and sodium citrate, you'll find that a Pfizer product protects the quality of the confections you make.

You can count on each of them to give good taste characteristics... to do its specific assignment in confectionery manufacture with proved-in-service efficiency...to assure the product uniformity and product purity long associated with Pfizer fine chemicals - properties reflected, in turn, in the continued consumer popularity of your own product. For details and prices, please address Chas. Pfizer & Co., Inc., 81 Maiden Lane, New York 7, N. Y.; 444 West Grand Ave., Chicago 10, Ill.; 605 Third St., San Francisco 7, Calif.



Manufacturing Chemists Fince 1849

ties of e. We

ory of cumuhat we at that better nat we

n new were catheerican of man the fruits enefits not as which ay our

n. We tly the rstate. r of a Mabee lavor-

es outecause narket ust or

pment in a ample. industhat is nanges operaouches up the

ties to own ecome dustry vertisa new oution. enter-

TIONER



Balance Candy Costs and Quality

with ProJan

The NEW, Economical
Efficient Replacement
for Egg Albumen

There's no need to compromise quality because egg-white prices are high. Pro-Tan, at about half the cost of egg powders, is your answer—and increases your profits!

Pro-Tan is a pure, selected blend of laboratory-treated, stabilized proteins; it does not merely stabilize added moisture. It contains no added carbohydrates, (gums, starch, etc.) or gelatin, which might produce only a moisture stabilization.

Pro-Tan works easily in its job of preserving quality, flavor, color and shelf-life. Try it now—in nougats, marshmallow, fudge, creams, etc. Taste your candy. Figure your profits.

Write our Service Department for test samples and recipe recommendations which have already convinced the country's leading candy makers.



